

STARTING A BUSINESS ABROAD: PERCEIVED ADVANTAGES AND DISADVANTAGES OF MIGRANT ENTREPRENEURS

A qualitative study of migrant entrepreneurs in Finland

Master's Thesis
Shelby Terrel
Aalto University School of Business
Entrepreneurship and Innovation Management
Spring 2017

Author Shelby Terrel

Title of thesis Starting a Business Abroad: Perceived advantages and disadvantages of migrant entrepreneurs. A qualitative study of migrant entrepreneurs in Finland

Degree Master of Science in Economics and Business Administration

Degree programme Entrepreneurship and Innovation Management

Thesis advisor(s) Myrto Chliova

Year of approval 2017**Number of pages** 71**Language** English

Abstract

The main objective of this study is to identify perceived advantages and disadvantages of pursuing entrepreneurship as a migrant based on the experiences of current migrant entrepreneurs in Finland. The goal upon achieving this objective is to contribute to current literature on migrant entrepreneurship and to provide useful and practical information to future migrants who may consider a career path in entrepreneurship.

This thesis is a qualitative, thematic interview analysis study. Data was gathered through semi-structured, face-to-face interviews with eight migrant entrepreneurs in Finland. The data derived from the interviews provides insight to the perceptions and experiences of migrant entrepreneurs as well as practical implications of starting a business as a foreigner.

The results of the study explain the most prevalent advantages and disadvantages of migrant entrepreneurship perceived by the entrepreneurs that participated in the study. The findings of the study also describe business opportunity recognition among migrant entrepreneurs. Finally, practical implications for future migrant entrepreneurs derived from the findings of the study are presented.

Keywords migrant entrepreneurship, international entrepreneur, entrepreneurship in Finland

PREFACE AND ACKNOWLEDGEMENTS

This thesis was written as a final requirement of the Master's degree program in Entrepreneurship and Innovation Management at Aalto University School of Business in Helsinki, Finland. Research and writing of this thesis took place between October 2016 and March 2017.

To provide some context to the study and to my perspective, I'll share my relevant background information. I'm from the United States, and I've lived most of my life in my home state of Oklahoma. In 2013, during my Bachelor studies at Oklahoma State University, I went on an exchange semester to Valencia, Spain. While in Spain, I met a charming Finnish student who later introduced me to the idea of applying to study in a Master's degree program in Finland after finishing my Bachelor's degree. I was accepted to the Entrepreneurship and Innovation Management Master's program at Aalto University School of Business, and I moved to Finland to begin the program in the autumn of 2015.

As an entrepreneurship student, a foreigner in Finland, and a prospective migrant entrepreneur in the future, I was interested in interviewing current migrant entrepreneurs in Finland and hearing about their experiences. Through the interviews, I was able to gain thought-provoking insights about the reality of pursuing entrepreneurship in Finland as a migrant. What I've learned by writing this thesis has made a well-rounded capstone to my master's studies in entrepreneurship and innovation management.

I would like to thank my thesis supervisor, Myrto Chliova, for her guidance and support throughout the thesis process. I would also like to thank the entrepreneurs that participated in this study for taking time out of their busy schedules to be interviewed: Alessia Pandolfi, Dean DiNardi, Michael Ringlein, Isabella Haas, Limae Phuah, Andre Serranho, Anna Lekanova, and Paul Brennan. Without all of you, this study would not have been possible.

To my friends and family members: thank you for your support and encouraging words throughout my studies. And finally, a special thanks to Reima for being my cheerleader and believing in me always.

Shelby Terrel

TABLE OF CONTENTS

1	INTRODUCTION	1
1.1	Background	1
1.2	Gaps in research	2
1.3	Research objectives and research questions	3
1.4	Methodology	3
1.5	Structure of the study	4
2	LITERATURE REVIEW	5
2.1	Migrant entrepreneurship	5
2.1.1	Factors that influence migrants' choice to pursue entrepreneurship	6
2.1.2	Factors that benefit migrants in entrepreneurship	7
2.1.3	Disadvantages that migrants experience in entrepreneurship	9
2.2	Opportunity recognition and creation	10
2.2.1	Entrepreneurial opportunity recognition amongst migrants	12
2.3	Literature review summary and framework of study	14
2.3.1	Summary of literature review	14
2.3.2	Framework of study	16
3	METHODOLOGY	18
3.1	Research design and method	18
3.2	Research context	19
3.2.1	Immigration in Finland Statistics	19
3.2.2	Entrepreneurship in Finland Statistics	23
3.3	Sample and data collection	25
3.3.1	Thematic interview analysis step-by-step	26
4	FINDINGS	34
4.1	Migration to Finland	34

4.1.1	Perceived benefits of living in Finland	35
4.2	Opportunity recognition and exploitation	35
4.2.1	“Pushed” into entrepreneurship	35
4.2.2	Passion	36
4.2.3	Prior cross-cultural experience	36
4.2.4	Prior experience related to business.....	37
4.3	Practicalities of starting a company in Finland	37
4.3.1	Ease of establishing a company	37
4.3.2	Starting a business in Finland as a foreigner	38
4.3.3	Visas.....	38
4.3.4	Funding	39
4.4	Perceived benefits and challenges of entrepreneurship in general.....	39
4.4.1	Benefits of entrepreneurship	39
4.4.2	Challenges in entrepreneurship.....	40
4.5	Perceived advantages and disadvantages of migrant entrepreneurship in Finland ...	40
4.5.1	Perceived advantages of being a migrant entrepreneur in Finland	41
4.5.2	Perceived disadvantages of being a migrant entrepreneur in Finland	41
4.6	Advice for new migrant entrepreneurs in Finland	42
4.7	Opinions about entrepreneurship in Finland	45
5	DISCUSSION.....	46
5.1	Perceived advantages and disadvantages of migrant entrepreneurship	46
5.2	Entrepreneurial opportunity recognition among migrants	49
5.3	Practical implications for prospective migrant entrepreneurs.....	50
5.3.1	Practical implications for prospective migrant entrepreneurs in general.....	50
5.3.2	Practical implications for prospective migrant entrepreneurs in Finland	52
5.4	Limitations and implications for future research	53
6	CONCLUSION.....	55

REFERENCES	56
APPENDICES	61
Appendix 1: Literature review article table	61
Appendix 2: Interview guide	68
Appendix 3: Practical Implications for Future Migrant Entrepreneurs in Finland.....	71

LIST OF TABLES:

Table 1: Finnish citizenships granted based on country of previous citizenship.....	21
Table 2: Rate of entrepreneurship by country.....	24
Table 3: Interview information.....	26
Table 4: Information about interviewees.....	30

LIST OF FIGURES:

Figure 1: Students' business ideas after studying abroad.....	13
Figure 2: Proportion of persons with foreign background in the Finnish population according to age.....	20
Figure 3: Largest groups of foreign background in the Finnish population.....	20
Figure 4: Industries in which the number of employed persons with foreign background has grown between 2008 and 2013.....	22
Figure 5: Numbers of male and female entrepreneurs in Finland in 2014.....	23

1 INTRODUCTION

1.1 Background

Migrant entrepreneurship has proven to play an important role in economies around the world. Many policymakers believe that migrant founders are important for job growth and recovery from economic recession (Kerr and Kerr, 2016). When foreign-born entrepreneurs start businesses that create jobs and expand beyond ethnic markets into innovative ventures, significant rewards are in store for host countries (Desiderio, 2014). Migrant entrepreneurship has a strong potential to promote an even distribution of the benefits of immigration within a country by counteracting demographic and economic decline of struggling areas and increasing global attractiveness of cities and regions (Desiderio, 2014).

Entrepreneurship is a common path for migrants to follow in comparison to natives. Studies have shown that business ownership rates are higher among those that are foreign-born in many developed countries such as the United States, Canada, United Kingdom, and Australia (Kerr, 2016). Recent trends in the United States show that new business formation is increasing among migrants and decreasing among natives in the U.S. (Fairlie, 2012). The high rate of migrant business ownership may be explained in part by migrants' tendency to take greater risks than natives, on average (Desiderio, 2014). Also, migrants may use entrepreneurship as a strategy to overcome challenges associated with integrating into the local labor market, whether those challenges are involved with obtaining employment or with upward occupational mobility (Desiderio, 2014).

Although business ownership is higher among migrants than natives, migrants often face greater obstacles in the formation, maintenance, and expansion of their businesses (Desiderio, 2014). The resources available to migrant entrepreneurs differ from those available to indigenous population. Natives typically have more access to human, financial, social, and cultural capital (Kloosterman and Rath, 2001). Therefore, newcomers often operate in segments that require low capital and low levels of local expertise, such as knowledge of the local language (Kloosterman and Rath, 2001).

1.2 Gaps in research

Extensive research has been done on immigration and the driving factors that cause people to move from one country to another. Researchers have also produced many theories concerning the reasons that migrants often choose entrepreneurship. However, there is a lack of qualitative research on the experiences that migrant entrepreneurs have and whether they perceive themselves as having advantages or disadvantages as foreign entrepreneurs. The current literature is lacking the practical implications of migrant entrepreneurship that one may be interested in researching if he is considering pursuing entrepreneurship as a migrant in a foreign country. It's important for prospective migrant entrepreneurs to gather enough information to enable them to have realistic expectations of starting a business, and literature on migrant entrepreneurship should help to provide such knowledge.

In Finland, a small country with a population of 5.4 million, there are over 200,000 foreign citizens living permanently (OSF: Population Structure, 2017). Entrepreneurship is common among migrants in Finland. According to the Helsinki Times, one in five restaurants or cafes in Finland are owned by foreigners (Havula, 2012). A few studies have been carried out with a focus on business ownership of a particular ethnic group in Finland, such as Turkish migrant entrepreneurs (Wahlbeck, 2008) and Chinese and Turkish restaurant owners (Katila and Wahlbeck, 2011). Lacking from the literature are studies of migrant entrepreneurship in Finland with a broader scope that includes migrants from various countries and backgrounds.

Furthermore, opportunity recognition among migrant entrepreneurs in particular has not been sufficiently studied. Equipped with diverse backgrounds and experiences, migrants are likely to have different viewpoints than their indigenous peers. There's a need to investigate whether migrants are able to recognize business opportunities that native entrepreneurs would not recognize. Current literature has introduced the idea that migrants may have specialized skills in opportunity recognition due to having cross-cultural experience which can lead to more entrepreneurial mindsets (Vandor and Franke, 2016; McCormick and Wahba, 2001). More in-depth studies of this theory could help in determining whether migrants and natives recognize opportunities differently.

1.3 Research objectives and research questions

Given the topic of interest and gaps in research, the objectives of the present study are primarily to examine the experiences of migrant entrepreneurs and to determine the advantages and disadvantages perceived in pursuing entrepreneurship as a foreigner. In addition, this study aims to discover ways in which migrant entrepreneurs recognize business opportunities in their host countries, in this case particularly in Finland.

Considering the background, gaps in research, and objectives presented, the research questions are as follows:

- 1) What are the perceived advantages and disadvantages of pursuing entrepreneurship as a migrant?
- 2) Do migrant entrepreneurs recognize business opportunities differently than indigenous entrepreneurs do?

1.4 Methodology

The research design of this thesis is exploratory in nature given that the purpose is to explore the perceptions of migrant entrepreneurs. This study was performed using a thematic interview analysis. “Thematic analysis is a process for encoding qualitative information” (Boyatzis, 1998).

Data for the thematic analysis was extracted from semi-structured, face-to-face interviews with eight migrant entrepreneurs in Finland. The interviewee sample is made up of a diverse group of individuals of varying nationalities and fields of business.

The methodology used to collect and analyze data in this study can be broken down into nine steps. Each of these steps will be discussed in-depth in Chapter 3.

1. Literature review
2. Preparation of interview guide
3. Contacting interviewees

4. Performing interviews
5. Familiarization of data
6. Coding
7. Category identification
8. Theme identification
9. Relating themes to reviewed literature

1.5 Structure of the study

This thesis is divided into six chapters, as follows:

1. The present chapter has introduced the research topic background, gaps in previous research, objectives of the research, research questions, and methodology.
2. The second chapter displays a review of literature relevant to the study. The chapter reviews the current academic literature on the topics of this study. The chapter begins with a review of literature concerning migrant entrepreneurship. Secondly, literature related to opportunity recognition is reviewed. At the end of the chapter, themes related to the literature are used to introduce a framework for the study.
3. In the third chapter, the research design and methodology used in this study are explained and justified.
4. The fourth chapter presents the findings of the study. Data collected in the interviews have been analyzed and organized into themes. The themes derived from the data analysis are explained in this chapter.
5. In the fifth chapter, the findings of the study are discussed in relation to the literature review. The research questions of the study are revisited in light of the findings compared to the reviewed literature. Practical implications derived from the study are also explained. Finally, limitations and implications for future research are discussed.
6. In the final chapter, the conclusions derived from the study are summarized.

2 LITERATURE REVIEW

This study is focused on migrants' perceptions of advantages and disadvantages as entrepreneurs and their processes of opportunity identification and creation. In this chapter, literature concerning migrant entrepreneurship and opportunity identification are briefly reviewed and key points are summarized.

In order to explore the research objectives of this study, it's important to understand the factors that lead migrants to pursue entrepreneurship. Do they feel that it's the only choice of employment in their host countries, or do they believe that their skills can be put to better use in their own businesses rather than in the primary labor market? It's also important to understand the researched factors that benefit or hinder migrant entrepreneurs. Do migrant entrepreneurs experience advantages over native entrepreneurs? Are there difficulties and challenges that are specific to migrant entrepreneurs?

Opportunity identification is an interesting aspect of entrepreneurship as a whole. How do individuals recognize business opportunities? In this study, the focus is on migrant entrepreneurs in particular. Thus, the research question regarding opportunity identification is specific to migrants. Do migrant entrepreneurs recognize business opportunities differently than indigenous entrepreneurs do?

This chapter aims to shed light on these questions by reviewing the current literature related to migrant entrepreneurship and business opportunity identification.

2.1 Migrant entrepreneurship

This section introduces migrant entrepreneurship and explains motivating factors, advantages, and disadvantages of choosing entrepreneurship for migrants. Research has shown that entrepreneurship is a common path for migrants to take. In fact, Vandor and Franke (2016) claim that there's a higher likelihood that migrants will become entrepreneurs compared to native citizens. There are several theories amongst researchers about reasons that migrants so often choose to start their own businesses. Researchers have also determined benefits that migrant entrepreneurs enjoy as well as challenges that

migrants experience in comparison to native entrepreneurs. The following subsections summarize the current literature on the motivations, advantages, and disadvantages of migrant entrepreneurship.

2.1.1 Factors that influence migrants' choice to pursue entrepreneurship

Motivations to enter into business ownership are often grouped by researchers into two categories: push factors and pull factors. Push factors explain self-employment as a last resort caused by exclusion from the primary job market. In contrast, pull factors are focused on the positive aspects of entrepreneurship that make it attractive for people to enter into self-employment by choice, not out of need (Shinnar and Young, 2008).

- Push factors

Push factors include those that block opportunities to pursue wage and salary employment, forcing people into self-employment as a way out of poverty (Shinnar and Young, 2008). Barriers to good jobs, unemployment, incompatible education, and discrimination in the labor market may be common push factors that compel migrants to take the self-employment route (Neville et al., 2016). Entrepreneurship may be the only route for avoiding poverty and acquiring socioeconomic advancement (Neville et al., 2016).

Researchers have identified a set of reasons that migrants create their own businesses called the “disadvantaged approach”. This approach highlights the difficulties that many migrants face in entering the labor market. Aspects such as language, cultural differences, or prejudices of the native population are argued to be barriers of migrant employment. Thus, migrants experiencing these disadvantages are often “pushed” into creating a business as it’s an attractive outlet for income and the chance for a decent career opportunity (Bolivar-Cruz et al., 2014).

- Pull factors

Pull factors for minorities and migrants occur when self-employment appears to be more attractive than the primary market due to the potential for higher earnings, higher professional and social standing, more independence, and flexible schedules (Shinnar and

Young, 2008). A significant example of a pull factor for minority entrepreneurs is an ethnic enclave, which is a concentrated area of businesses that are owned and operated by migrants from the same country of origin (ibid). An ethnic enclave provides migrant entrepreneurs with labor and customer pools of similar linguistics and culture (ibid). Concentrations of people from the same country or region of origin provide a demand for products and services that cater to customers from that region, which opens up opportunities for entrepreneurs (ibid).

Another exemplary pull factor for migrant entrepreneurs is when cross-cultural experience and risk-taking attributes invoke a desire to take the risk of starting a business. Vandor and Franke (2016) claim that migrants often find entrepreneurship attractive because cross-cultural experiences may increase their abilities to identify potential business ideas. Being internationally mobile and taking entrepreneurial action are characteristics that exude higher risks and higher returns than employment in the primary labor market (Vandor and Franke, 2016). Therefore, the conclusion can be made that people who seek novelty, risk, and achievement may be naturally inclined to choose to be both internationally mobile and entrepreneurial (ibid).

2.1.2 Factors that benefit migrants in entrepreneurship

Migrants have been characterized as being particularly industrious and eager to engage in exploiting themselves to gain competitive advantages over non-migrant business owners (Neville et al., 2016). This section explores the literature related to advantages and benefits that migrants have in entrepreneurship in comparison to indigenous entrepreneurs.

- Specific market opportunities

Researchers have argued that migrant business owners may have market opportunities that native entrepreneurs don't have (Neville et al., 2016). An example of a market opportunity that is specific to migrant entrepreneurs is an opportunity derived in an ethnic enclave (Shinnar and Young, 2008). Migrant entrepreneurs are often able to meet the demands of consumers in ethnic enclaves that natives cannot (Shinnar and Young, 2008).

- International knowledge

The ability to leverage knowledge of international networks has been argued to be an advantage for migrant entrepreneurs (Neville et al., 2016). Migrant-owned firms may benefit from internationalization strategies involving the knowledge of purchasing power between countries, targeting foreign customers that live in the host country, and recruiting migrant workers (ibid). Migrant entrepreneurs can be reasonably expected to be engaged in international trade, and therefore their firms may outperform others (ibid).

- Social ties

According to Domurath and Patzelt (2015), migrants' social ties with people and organizations in their host countries are major drivers of early internationalization and can help entrepreneurs identify opportunities. Social ties can also help by offering business advice, assisting in negotiations, and facilitating international alliances. Furthermore, "social ties in foreign countries supply entrepreneurs with knowledge on markets, clients, and institutions in those countries" (Domurath and Patzelt, 2015).

Among the most significant social ties for migrant entrepreneurs are often their family members. Migrants may choose to migrate to a country because they have family members there. According to Bird and Wennberg (2016), native spouses of migrants can be crucial in providing them with networking connections. Bird and Wennberg (2016) also argue that "geographical proximity to other family members enhances migrant entrepreneurs' likelihood of remaining in entrepreneurship since closeness facilitates access to family resources, such as advice, support, and unpaid family labor." Limited finances of migrant entrepreneurs and the need for low-cost labor may lead to a high rate of family members being hired into migrant-owned enterprises (Neville et al., 2016).

Family members can provide migrant entrepreneurs with intangible resources as well, such as access to information, networks, knowledge and support (Bird and Wennberg, 2016). A family member or close relative who has a business or has had a business in the past can serve as a role-model and increase the likelihood of discovering and exploiting entrepreneurial opportunities (Shinnar and Young, 2008).

2.1.3 Disadvantages that migrants experience in entrepreneurship

While most entrepreneurs, native or migrant, arguably face challenges in creating and operating their ventures, research shows that migrants may experience specific challenges as foreign entrepreneurs. This section highlights some of the most dominant factors that hinder migrants in entrepreneurship.

- Unfamiliarity and lack of resources

Migrants often face hardships in adjusting to life in a new country. Integrating into the labor market can be especially difficult for migrants as they often have low levels of human capital and lack necessary language skills (Bird and Wennberg, 2016). Migrants often have limited opportunities due to their lack of human, financial, and social capital resources (ibid).

As well as facing challenges in the labor market, migrants also face difficulties in entrepreneurship that natives do not. Migrants are unlikely to be familiar with the hiring legislation and practices in their host countries, which can hinder their ability to hire quality personnel during the early stages of their ventures (Neville et. al., 2016).

- Discrimination

Oftentimes, migrants face discrimination by potential employers (Bird and Wennberg, 2016). A study by Carlsson and Rooth (2007) sought to answer the question of whether there's discrimination in the hiring and recruitment process against Middle Easterners in Sweden. The researchers sent equal job applications to job openings with the only difference being a native-sounding name and a Middle Eastern-sounding name. They determined that there was discrimination against Middle Easterners based on the fifty percent lower number of calls for invitations to interviews to applicants with Middle Eastern-sounding names compared to a fifty percent higher number of calls to the applicants with Swedish-sounding names (Carlsson and Rooth, 2007).

Discrimination is also a problem for migrants, not only in searching for jobs, but also in owning businesses. Many migrants experience consumer discrimination (Neville et al., 2016). For example, a study by Borjas and Bronars (1989) reports that some white consumers in the United States dislike purchasing goods from self-employed minority workers.

2.2 Opportunity recognition and creation

In this section of the literature review, first the discovery and exploitation of entrepreneurial opportunities are explained. Secondly, literature related to the ways in which migrants recognize and create opportunities is discussed.

- What are entrepreneurial opportunities?

Entrepreneurial opportunities are situations in which goods, services, raw materials, and organizing methods can be introduced and sold with a greater return than the cost of producing them (Shane and Venkataraman, 2000). Entrepreneurial opportunities come in a variety of forms, including opportunities in product markets as well as in factor markets, such as the discovery of new materials (ibid).

- Discovering entrepreneurial opportunities

An entrepreneurial discovery occurs when one decides that a set of resources is not put to its best use (Shane and Venkataraman, 2000). The discovery is based on one's belief about a resource being sold at a certain location, in a certain time, in a certain form (ibid). Since an asymmetry of beliefs is a precondition for discovering entrepreneurial opportunities, all opportunities are not obvious to everyone at all times (ibid). At any point in time, only some people will discover a given opportunity (ibid).

In order to recognize an opportunity, entrepreneurs must have prior information that is complementary to new information (Shane and Venkataraman, 2000). The information could be about user needs or specific aspects of a production function (ibid). Due to the specialization of information in society, the information necessary to recognize an opportunity is not widely distributed across the population (ibid).

“Successful entrepreneurs see opportunities in situations where other people see risks” (Shane and Venkataraman, 2000). Entrepreneurial people may be more likely than others to discover opportunities because they are less likely to spend time imagining what “might have been”, and they are less likely to experience feelings of regret about missed opportunities (ibid).

Contrary to the theories of Shane and Venkataraman (2000) related to business opportunity recognition, Sarasvathy (2001) argues that opportunities are often created rather than recognized. Causation and effectuation processes are described as follows. “Causation processes take a particular effect as given and focus on selecting between means to create that effect. Effectuation processes take a set of means as given and focus on selecting between possible effects that can be created with that set of means” (ibid). A simple example of the two processes in terms of a chef cooking dinner is given to help clarify. In a causation process, the chef is given a menu in advance, and the chef has to list the ingredients, shop for them, and cook the meal (ibid). In an effectuation process, the chef is asked to look through the cupboards and use the ingredients there to cook the meal (ibid). Therefore, in terms of recognizing entrepreneurial opportunities, Sarasvathy (2001) argues that entrepreneurs either take a given idea and create the resources necessary to follow through with the idea, or they use a given set of resources to create an idea.

- Exploiting entrepreneurial opportunities

The willingness of people to exploit a discovered opportunity depends on the nature of the opportunity (Shane and Venkataraman, 2000). Entrepreneurial opportunities have various ranges of expected value (ibid). An example that Shane and Venkataraman (2000) give is that a discovered cure for lung cancer has a greater expected value than a discovered solution to students’ need for snacks at a high school. In order for an entrepreneur to exploit an opportunity, he or she must believe that the expected value in terms of profit will be large enough to offset the opportunity cost of alternatives (ibid). “Exploitation is common when the expected demand is large, industry profit margins are high, the technology life cycle is young, the density of competition is neither too low nor too high, the cost of capital is low, and learning from other entrants is available” (Shane and Venkataraman, 2000).

The exploitation of opportunities is more common amongst entrepreneurs with greater financial capital (Shane and Venkataraman, 2000). Strong social ties to resource providers enhance the probability of exploiting an opportunity (ibid). Researchers have also found that people are more likely to exploit a discovered opportunity when they have developed information about entrepreneurship from previous employment (ibid). Relatedly, information gained from prior experience to the opportunity increases the probability of exploitation (ibid).

Individual differences in entrepreneurs also influence their decisions to exploit opportunities (Shane and Venkataraman, 2000). The creation of something new involves risk, time, effort, and money (ibid). Researchers argue that individual differences in the willingness to bear those risks and resources influence the decision to exploit entrepreneurial opportunities (ibid). Individual differences in optimism also influence the exploitation of opportunities (ibid). People who exploit opportunities usually feel optimistic and perceive their chances of success to be much higher than they actually are (ibid). In reality, a majority of the time, new firms fail (ibid). This fact suggests that people who exploit opportunities, on average, are overly optimistic in their perceived value of the opportunities they discover (ibid).

2.2.1 Entrepreneurial opportunity recognition amongst migrants

It has been argued that migrants see the world differently than natives having come from somewhere else. They often have special skills and can see a wider set of opportunities in their new environments (Bolivar-Cruz et al., 2014). This subsection explores the literature related to opportunity recognition amongst migrants.

In an article titled “Why Are Migrants More Entrepreneurial?” Vandor and Franke (2016) present an explanation to the question in the title: migrants are more entrepreneurial than natives are because prior cross-cultural experiences may increase the capability to identify promising business ideas. Vandor and Franke (2016) suggest that cross-cultural experience may help individuals to develop skills and knowledge that enhance their ability to generate and implement entrepreneurial ideas. The authors further state that there is ample evidence that migrants and return migrants are more likely to become entrepreneurs than the native

population. The reasons for this finding could be credited to several factors, including the idea that individuals who are willing to relocate to a foreign country may have self-selected to have entrepreneurial mindsets and interests (Vandor and Franke, 2016). It could also be attributed to the idea that migrants and return migrants have a higher ability to recognize profitable opportunities (ibid).

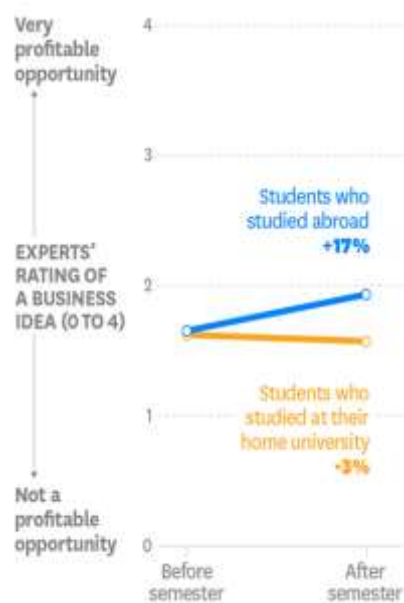
According to McCormick and Wahba (2001), a disproportionately large number of people who have studied or worked abroad choose an entrepreneurial career after returning to their country of origin. The researchers explain that skill acquisition gained overseas may attribute to the probability of becoming an entrepreneur upon return (McCormick and Wahba, 2001).

An experiment by Vandor and Franke (2016) supports the idea that studying or working abroad enhances the ability to recognize entrepreneurial opportunities. The researchers tested the ability to identify a profitable business opportunity in 128 students before and after the students spent a semester abroad. The business opportunities that they came up with were rated by venture capitalists and industry experts. The same test was done on a control group of 115 students who did not go abroad for the semester. The results showed a clear pattern of improvement in the business ideas of the students that had studied abroad upon their return. The ratings of the business ideas of the control group that did not study abroad actually declined slightly after the semester. The results can be viewed more clearly

in Figure 1 (Vandor and Franke, 2016).

Students Are Able to Come Up with Better Business Ideas After Studying Abroad

A study of 243 undergraduates shows that cross-cultural experience increases students' ability to recognize profitable opportunities, as assessed by four VCs and other industry experts.



SOURCE: PETER VANDOR AND NIKOLAUS FRANKE. © HER.ORG

Figure 1: Students' business ideas after studying abroad. (Vandor and Franke, 2016)

2.3 Literature review summary and framework of study

2.3.1 Summary of literature review

To summarize the key findings in the literature review related to the research questions of this study, the questions asked in the introduction of this chapter will now be revisited in light of the reviewed literature. For purposes of clarity, the questions are listed in bullet-point form followed by answers derived from the reviewed literature.

- What factors lead migrants to pursue entrepreneurship? Do they feel that it's the only choice of employment in their host countries, or do they believe that their skills can be put to better use in their own businesses rather than in the primary labor market?

According to the researchers that authored the articles reviewed, the motivating factors behind the choice to pursue entrepreneurship can be categorized as either push or pull factors (Shinnar and Young, 2008). Migrants may feel “pushed” into entrepreneurship when they experience barriers to the primary labor market. Barriers to finding work may include lack of language skills, cultural differences, and discrimination (ibid). On the other hand, migrants may be “pulled” toward entrepreneurship when they find it to be the more attractive option than working in the general labor market (ibid). Some reasons for the pull to entrepreneurship may be that migrants have specialized products or services to offer that indigenous companies cannot compete with, or that migrant entrepreneurs are able to operate successfully in certain markets, such as communities of people from the same region of the world as they are from (Vandor and Franke, 2016; Shinnar and Young, 2008).

- Do migrant entrepreneurs experience advantages over native entrepreneurs?

The reviewed literature shows that in some cases, migrant entrepreneurs do have advantages over native entrepreneurs. For many migrants, simply the will to succeed and eagerness to thrive in their new countries may be enough to gain a competitive advantage over natives (Neville et al., 2016). Migrants may also benefit by having access to markets that indigenous entrepreneurs may have a more difficult time reaching. For example, migrant entrepreneurs are often able to reach customers that are fellow migrants (Shinnar and Young, 2008). Sharing the experience of living abroad and other commonalities, such

as language and culture, can enable migrants to meet demands of other migrant consumers that natives cannot (Shinnar and Young, 2008). Researchers also argue that migrant-owned firms may benefit from having knowledge of internationalization strategies, purchasing power between countries, and international trade (Neville et al., 2016).

- Are there difficulties and challenges that are specific to migrant entrepreneurs?

Based on the literature review, there are arguably several challenges that migrant entrepreneurs face that native entrepreneurs do not. Difficulties can come as a result of unfamiliarity with customs and culture in a new country (Neville et al., 2016). Migrants usually have a very limited network compared to natives that have circles of friends and acquaintances that they've accumulated throughout their lives (Bird and Wennberg, 2016). Migrants may also lack certain skills that natives have, such as fluency in the local language (Bird and Wennberg, 2016). Migrant entrepreneurs may also face discrimination from customers. Studies have shown that some consumers dislike purchasing goods from foreign workers (Borjas and Bronars, 1989).

- How do individuals recognize business opportunities?

According to Shane and Venkataraman (2000), an entrepreneurial discovery is made when one realizes that a resource could be sold at a certain location, in a certain time, in a certain form. Entrepreneurs have prior information about e.g. market demands or production functions that allow them to recognize opportunities (Shane and Venkataraman, 2000). However, researchers also argue that opportunities are created rather than recognized. Sarasvathy (2001) claims that the effectuation approach is often taken, which is when a set of means as given is focused on, and a creation is made from that set of means. From that point of view, entrepreneurs may create business opportunities from the information and resources they have access to.

- Do migrant entrepreneurs recognize business opportunities differently than indigenous entrepreneurs do?

Researchers have introduced the theory that migrant entrepreneurs might indeed recognize business opportunities differently than native entrepreneurs do. Prior-cross cultural

experience is believed to strengthen entrepreneurial mind-sets and capabilities (Vandor and Franke, 2016, McCormick and Wahba, 2001). This theory is supported by studies of individuals before and after they spent time abroad, and the results show that abilities to recognize entrepreneurial opportunities are enhanced by spending time abroad (Vandor and Franke, 2016). Possible explanations for this include the ideas that skills and knowledge are developed abroad, as well as the theory that individuals who are willing to relocate to a foreign country may have self-selected entrepreneurial interests (Vandor and Franke, 2016).

2.3.2 Framework of study

With the information derived from the literature review related to the topic of interest, a theoretical framework is established for this study. Assumptions made by the researchers that authored the literature reviewed are outlined in the following list.

- Entrepreneurs are either pushed into entrepreneurship as a way to avoid poverty, or they are pulled into entrepreneurship as an attractive career choice.
- Advantages that migrants have in entrepreneurship include specialized market opportunities and knowledge of internationalization strategies.
- Disadvantages that migrants experience in entrepreneurship include unfamiliarity of local customs and language, lack of human resources, and discrimination.
- Prior cross-cultural experience may provide migrants with a high ability to recognize entrepreneurial opportunities.

In this study, the assumptions made by researchers that authored the reviewed literature are challenged. This study intends to contribute to existing literature through the exploration of perceived advantages and disadvantages in migrant entrepreneurship according to migrant entrepreneurs themselves. In addition, this study aims to challenge and contribute to the literature related to entrepreneurial opportunity recognition among migrants.

In Appendix 2, a breakdown of the main articles reviewed to gain knowledge of the existing literature on migrant entrepreneurship and opportunity identification can be viewed. The table outlines the title, author(s), date, journal, research question(s), method used, main findings, and implications for future research of the most prominent articles used in this literature review.

3 METHODOLOGY

In this chapter, the methodology of this study is explained. In the first section of the chapter, the research design and justifications of the chosen methods are discussed. The second section of the chapter explains the sample for the study and the context in which the research was conducted. In the third section, the steps of a thematic interview analysis are explained.

3.1 Research design and method

According to John Dudovskiy (2016), exploratory research, as its name states, intends to explore the research questions and does not intend to offer final solutions to existing problems. In this thesis, an exploratory research design is fitting as the purpose is to explore the perceptions of migrant entrepreneurs in Finland. Additionally, Ghauri and Grønhaug (2005) argue that if the research question begins with “what”, an exploratory design is justified. The main research question of this study is, “What are the perceived advantages and disadvantages of pursuing entrepreneurship as a migrant?” Therefore, the exploratory research design is well validated.

With the research design established, the research method must then be thought through. For a Master’s thesis in business school, students typically perform a study that is either qualitative or quantitative. According to Denzin and Lincoln (2000), qualitative research studies things in their natural settings and attempts to make sense of phenomena in terms of the meanings people bring to them. On the other hand, quantitative methods are useful when the objective is to test and verify current understanding of a phenomenon (Ghauri and Grønhaug, 2005). For this thesis, a qualitative method aligns with the goals of the research questions. In order to determine perceptions of migrant entrepreneurs, the study must be conducted in a manner of observation and interpretation of phenomena in terms of the meanings people bring to them, as Denzin and Lincoln (2000) described the nature of qualitative research studies.

There are several research strategies within the qualitative research method. For this study, a thematic interview analysis approach was the most suitable. Data for this study was most

accessible from the subjects of the study: migrant entrepreneurs in Finland. The most effective way to extract data from the subjects was through interviews. Observation of the subjects would not have been a suitable strategy for this study because it would not have produced data about the thoughts and perceptions of the subjects.

The qualitative data in this study was collected using semi-structured, face-to-face interviews. Semi-structured interviews involve preparing an outline of topics for the interview, but leaving the exact wording and order of questions to be determined at the interview (Eriksson and Kovalainen, 2008). Semi-structured interviews are flexible and provide better opportunities for the interviewees to elaborate and give more in-depth answers compared to structured interviews that are more strictly constructed and standardized (ibid). The goal of the research for this study was to get insight into the experiences of migrant entrepreneurs, and therefore it was important to allow them to speak freely within the outlined topics. Thus, semi-structured interviews were suitable for this study.

3.2 Research context

The context of this study involves the community of migrant entrepreneurs in Finland. Entrepreneurship differs between geographical areas, and therefore, the boundary established for this study, migrant entrepreneurship within the country of Finland, may prohibit conclusions from being applicable to migrant entrepreneurship in other geographical regions.

3.2.1 Immigration in Finland Statistics

In describing the context of this study, numerical data on immigration to Finland is relevant. In the year 2016, the Finnish Immigration Service issued residence permits to 22,432 individuals (OSF: Population structure, 2017). There are over 200,000 foreign citizens living permanently in Finland (OSF: Population structure, 2017). “According to Statistics Finland's statistics on population structure, every tenth of the persons aged 25 to 44 living permanently in Finland at the end of 2015 were of foreign background” (OSF: Population structure, 2015). Individuals with foreign backgrounds made up just over 6

percent of the total population of Finland in 2015 (OSF: Population structure, 2015). These percentages can be viewed as a breakdown according to age in Figure 2.

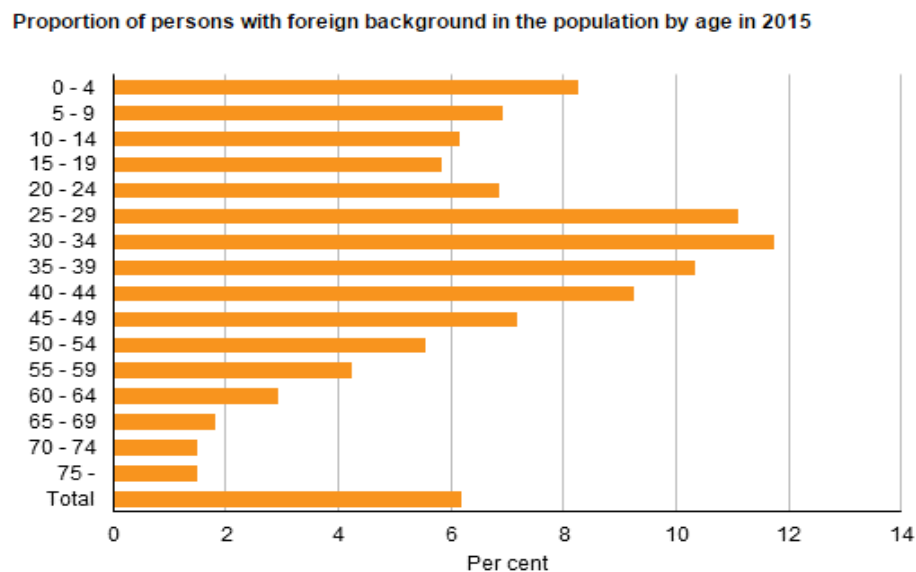


Figure 2 Proportion of persons with foreign background in the Finnish population according to age (OSF: Population structure, 2015)

Figure 3 shows the largest groups of foreign background in the Finnish population in 2015 and whether the individuals were born in Finland or abroad (OSF: Population structure, 2015). It's clear to see from the table that the country most represented is Russia, followed by Estonia and Somalia.

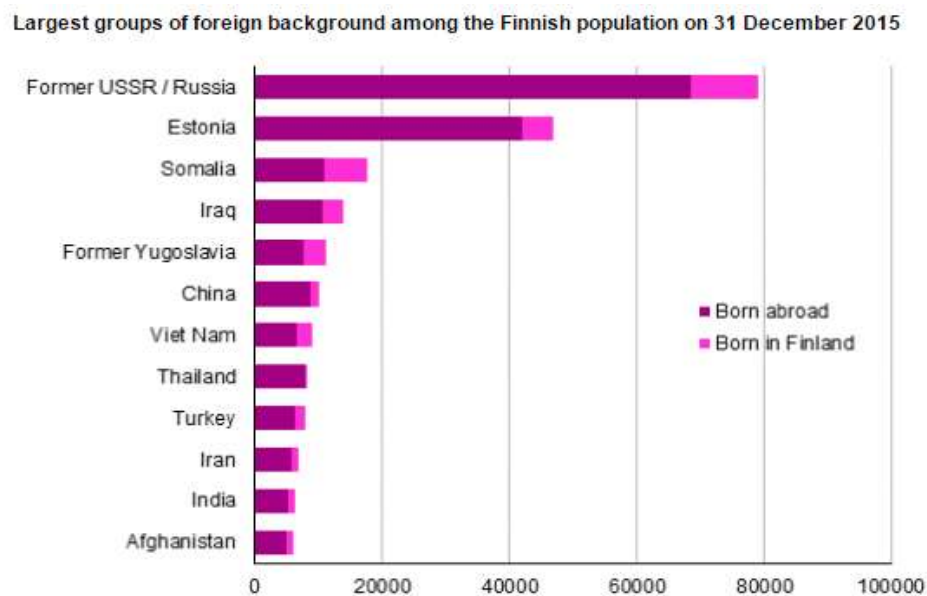


Figure 3: Largest groups of foreign background in the Finnish population (OSF: Population structure, 2015)

In 2015, nearly 8,000 foreigners were granted Finnish citizenship (OSF: Population structure, 2017). Table 1 shows the number of individuals granted Finnish citizenship according to their countries of previous citizenship from years 2010 through 2015 (OSF: Population structure, 2017).

Table 1: Finnish citizenships granted based on country of previous citizenship (OSF: Population structure, 2017)

Country of previous citizenship	2010	2011	2012	2013	2014	2015
Russia	1 925	1 652	2 477	2 103	2 317	1 728
Somalia	131	96	609	814	834	955
Iraq	78	106	457	521	405	560
Estonia	243	302	521	436	382	420
Afghanistan	108	100	510	479	251	242
Turkey	132	166	278	271	257	229
Nigeria	7	18	75	87	111	179
Sweden	104	196	190	146	186	165
Thailand	41	50	75	104	125	150
Viet Nam	54	82	150	150	114	146
Ukraine	92	95	148	157	141	145
Iran, Islamic Republic of	137	145	451	341	219	140
India	73	76	117	99	152	137
Pakistan	26	50	91	105	121	135
Congo, the Democratic Republic of the	25	20	100	122	150	131
Others	1 158	1 404	2 838	2 995	2 495	2 459
Total	4 334	4 558	9 087	8 930	8 260	7 921

With knowledge of the numerical data of migrants in Finland, the next question to address in relation to the study at hand is employment of migrants in Finland. Unfortunately, exact data could not be found to account for the employment of all or most migrants in Finland. However, a study conducted by Statistics Finland showed the top five industries that had experienced growth in employment of persons with foreign backgrounds from years 2008 to 2013. The five industries were cleaning activities, construction, restaurants, higher education, and care for elderly and disabled (OSF: Employment, 2013).

Industries where the number of employed persons with foreign background has grown most in 2008 to 2013

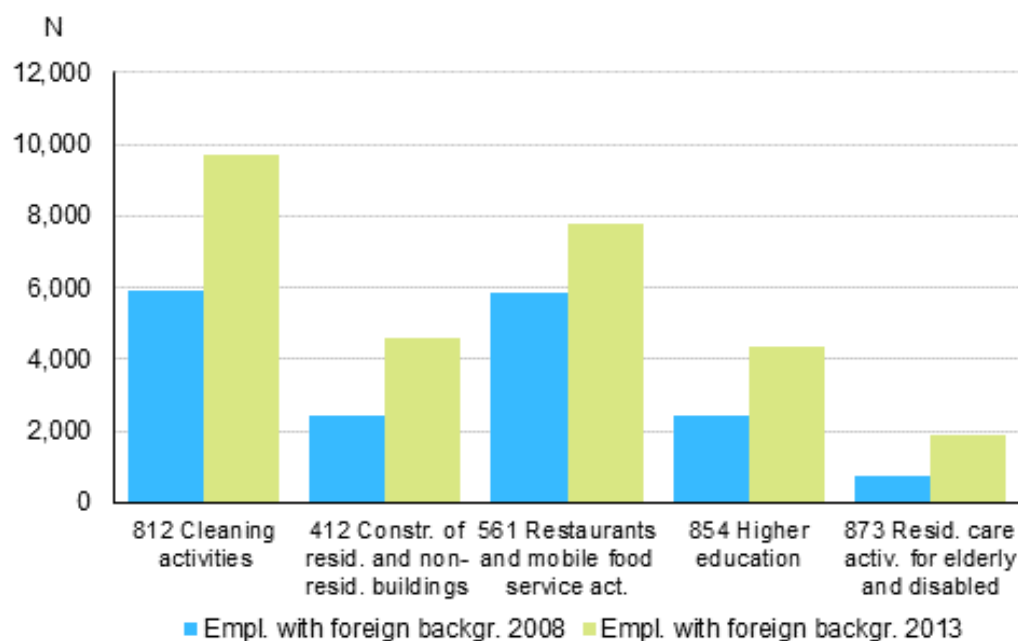


Figure 4: Industries in which the number of employed persons with foreign background has grown between 2008 and 2013. (OSF: Employment, 2013)

3.2.2 Entrepreneurship in Finland Statistics

Numerical data of entrepreneurship in Finland is also a valid contribution to the context and importance of this study. In 2014, 10.7 percent of all employed persons in Finland had the occupational status of entrepreneur (OSF: Employment, 2014). Examined by regions of Finland, most entrepreneurs were found in South Ostrobothnia (15.6%), Etelä-Savo (14.4%) and Central Ostrobothnia (14.2%) (OSF: Employment, 2014). Entrepreneurship is significantly more common among men than women in Finland, as displayed in Figure 6 below (OSF: Employment, 2014). It should be noted that farmers are included in these statistics (OSF: Employment, 2014).

Entrepreneur men and women by age group in 2014*

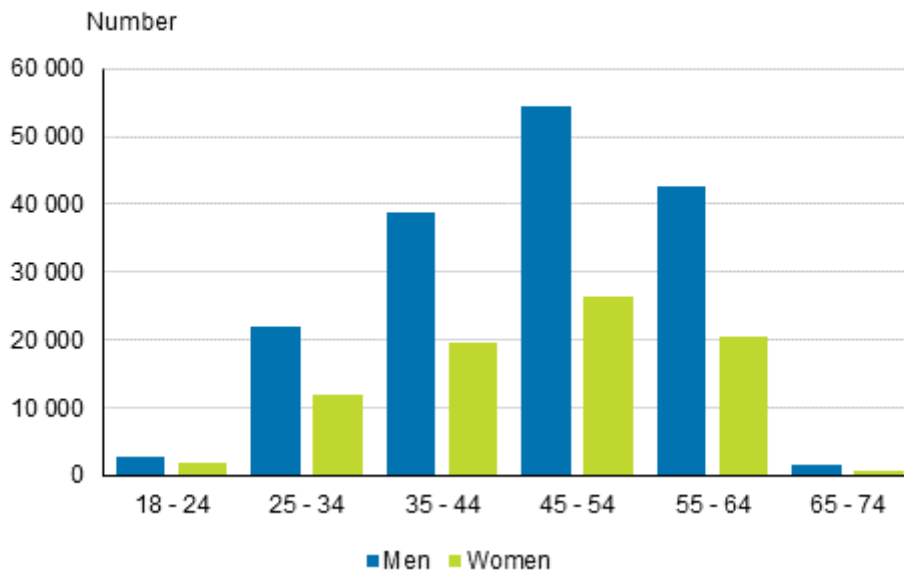


Figure 5: Numbers of male and female entrepreneurs in Finland in 2014 (OSF: Employment, 2014)

Across countries, there are wide variances in entrepreneurial activity, but researchers struggle to explain precisely why that is (Stenholm et al., 2013). Researchers have claimed that regulation levels and policies play a role in entrepreneurial activity (El-Namaki, 1988, Stenholm et al., 2013). “Entrepreneurial opportunities tend to be higher in economies with less regulation, free markets, and few barriers to entry” (El-Namaki, 1988). However, researchers have also argued that economies with less regulation aren’t necessarily better for entrepreneurial pursuits (Stenholm et al., 2013). In less developed countries that have unstable regulations and unstable enforcements of regulations, the opportunity cost of

starting a business could be higher due to the risk of uncertainty and the potential for corruption (Stenholm et al., 2013).

Table 2 (Stenholm et al., 2013), provides rankings of sixteen countries by entrepreneurial activity according to five different data collection indicators.

Table 2: Rate of entrepreneurship by country (Stenholm et al., 2013)

Rank by country across five different indicators measuring the rate of entrepreneurial activity.

Rank	GEM, TEA	WBGES, formal		COMPENDIA: business ownership		EC: Euro-barometer		OECD: Self-employment rates		
1	Iceland	11.3	Iceland	11.6	Italy	21.0	United States	28.8	Greece	36.3
2	United States	10.0	Norway	9.7	Greece	19.7	France	21.3	Italy	26.7
3	Norway	9.1	Netherlands	9.0	Spain	13.3	United Kingdom	21.0	Spain	17.9
4	Greece	7.9	Spain	6.9	Netherlands	11.5	Ireland	19.9	Ireland	16.5
5	Ireland	7.4	Denmark	6.0	Iceland	11.3	Belgium	19.8	Iceland	14.7
6	Spain	7.3	Ireland	5.6	United Kingdom	11.2	Germany	19.3	Belgium	14.7
7	United Kingdom	5.8	Sweden	5.0	Ireland	11.1	Sweden	19.1	Austria	13.6
8	Netherlands	5.4	United Kingdom	5.0	Belgium	11.1	Italy	17.8	United Kingdom	13.2
9	Denmark	5.3	Belgium	4.8	United States	10.1	Austria	16.3	Finland	12.9
10	Finland	5.0	Italy	4.4	Germany	9.7	Netherlands	15.7	Germany	12.2
11	France	4.4	Finland	3.2	Austria	9.1	Denmark	13.8	Netherlands	11.0
12	Germany	4.2	Austria	3.1	Norway	8.8	Spain	13.1	Sweden	10.0
13	Italy	3.5	France	3.0	Finland	8.6	Iceland	11.8	France	9.0
14	Sweden	3.4	United States	2.6	Sweden	8.5	Norway	10.1	Denmark	8.9
15	Belgium	2.7	Germany	0.8	France	8.4	Finland	7.6	Norway	8.5
16	Austria	2.4	Greece	0.4	Denmark	6.9	Greece	6.0	United States	7.4

Methods used according to the five indicators in Table 2:

- GEM (Global Entrepreneurship Monitor): measures the thrust of recent, multidimensional development efforts
- WBGES (World Bank Group Entrepreneurship Survey): data based on number of newly registered businesses
- COMPENDIA (Comparable Entrepreneurship Data for International Analysis): based on the number of self-employed business owners as a proportion of the total labor force
- EC (European Commission): provides annual figures on entrepreneurial activity among 25 European Union states as well as Norway, Iceland, and the United States.
- OECD (Organization for Economic Co-operation and Development): self-employment rate measured as a percentage of the self-employed in total civilian employment.

The table shows how results are yielded differently according to different measurements used to determine entrepreneurial activity in each of the sixteen countries. For example, the Organization for Economic Co-operation and Development (OECD) gathered data on self-employment based on the self-employment rate measured as a percentage of the self-

employed in total civilian employment. This method resulted in Greece being ranked first, while two other methods ranked Greece as very last. One which ranked Greece as the last country in terms of entrepreneurial activity was the World Bank Group Entrepreneurship Survey (WBGES), which measured entrepreneurial activity based on official business registers, and thus provides data based on the number of newly registered businesses. Even the two with very similar measurement techniques, COMPENDIA and OECD, yielded slightly different results (Stenholm et al., 2013).

According to Table 2 and the five indicators, Finland averages as the twelfth most entrepreneurial country of the sixteen countries studied. The countries listed are located in Europe, with the exception of the United States, and are relatively similar in economic status. Regardless of the method used to determine entrepreneurial activity, each of the results placed Finland in the bottom half of the sixteen countries. Therefore, based on these measures, the conclusion can be drawn that Finland is less entrepreneurial than other economically developed nations.

3.3 Sample and data collection

In this study, eight migrant entrepreneurs in Finland were interviewed. Entrepreneurs are typically very busy and encounter many demands for their time. Therefore, the sample for this study is small, and while the interviews offered important insights about the experiences of migrant entrepreneurs, the conclusions drawn cannot be generalized to the broader population of migrant entrepreneurs. Nevertheless, McCracken (1988) argues that working more in-depth with fewer interviewees is more useful than working superficially with a larger number of people. Another consideration when deciding how many interviews should be conducted is the researcher's time and resource allowance. When deciding how many participants to include, the amount of time and resources available are critical factors (Cassell and Symon, 2004). In accordance with the timeframe of this study and available resources, eight migrant entrepreneurs were interviewed.

Table 3: Interview information

Interview Number	Name of Interviewee	Date of Interview	Location of Interview	Duration of Interview
1	Alessia Pandolfi	1.10.2016	Kappeli Café, Etelaesplanadi 1, Helsinki	~ 30 minutes
2	Dean DiNardi	4.1.2017	Ravintola Kampinhuippu, Annankatu 34, Helsinki	~30 minutes
3	Michael Ringlein	9.1.2017	Espresso House, Forum shopping center, Helsinki	~30 minutes
4	Isabella Haas	24.1.2017	Upcycling Center Ullanlinnankatu, Helsinki	~30 minutes
5	Limae Phuah	30.1.2017	Viljelijäntie 4-6 D Helsinki	~30 minutes
6	Andre Serranho	8.2.2017	“Say Cheese” Hietalahti Market Hall, Helsinki	~30 minutes
7	Anna Lekanova	10.2.2017	Café Mascot Neljäs linja 2, Helsinki	~30 minutes
8	Paul Brennan	10.2.2017	Café Mascot Neljäs linja 2, Helsinki	~30 minutes

3.3.1 Thematic interview analysis step-by-step

The data collection methodology used in this study followed a thematic interview analysis procedure. The process has been broken into nine steps, which will now be explained. The steps have been derived and combined from various sources (Gubrium and Holstein, 2002; Holstein and Gubrium, 1997; Kvale and Brinkmann, 2009; Coffey and Atkinson, 1996; Saldāna, 2013).

1) Literature review

In order to form a foundation for a study, a review of prior relevant literature is essential (Webster and Watson, 2002). The literature review reveals areas in which there are gaps in

research (ibid). In this study, previous research related to migrant entrepreneurship was reviewed in order to form a foundation for the study and to determine the focal points of the study.

2) Preparation of interview guide

After establishing the research questions and reviewing the related literature, the next step in the data collection process of a thematic interview analysis is to prepare a guide for the interviews. An interview guide is a script that structures the course of the interview (Kvale, 2007). In this study, the interviews were semi-structured. Thus, the interview guide was a tool used to stay on track during the interviews, but it was not intended to be followed verbatim.

“The point of a qualitative interview is to let the respondent tell their own story on their own terms” (Harvard Sociology). Thus, the questions asked in a qualitative interview should be open-ended and allow the interviewees to speak freely while remaining on topic. According to the “Strategies for Qualitative Interviews” file from the Harvard University Department of Sociology, interview questions should be simple, only one question should be asked at a time, and the best questions are those that elicit longer answers, not one-word answers.

According to Kvale and Brinkmann (2009), types of interview questions are as follows.

- Introductory questions: example: “Can you tell me about X?”
- Follow-up questions: used to extend the respondent’s answers
- Probing questions: example: “Can you say something more about that?”
- Specifying questions: example: “What did you do when X happened?”
- Direct questions: example: “Have you ever done X?”
- Indirect questions: example: “How do you think others feel about X?”
- Structuring questions: guide the interview to the topic at hand
- Silence: using silence to further the interview
- Interpreting questions: example: “Is it correct that you feel that...?”

In this study, the majority of questions were introductory, probing and follow-up questions. The aim was to gain insight into the experiences of migrant entrepreneurs, so it was important to first bring about topics of their experiences and then elaborate on those experiences by asking probing and follow-up questions.

The later stages of the interview analysis should be considered when preparing the interview questions. If the analysis will involve coding answers, as was the case in this study, then the researcher should continuously clarify the meanings of the interviewee's answers with respect to the categories to be used later (Kvale, 2007).

For the study at hand, the interview guide was formed according to the advice provided by Harvard University Department of Sociology's "Step-by-Step Guide to Writing Interview Questions" (Harvard Sociology). The research questions of the study were considered, and the broad areas of knowledge relevant to the research questions were outlined. Within the outlined areas of knowledge, questions were developed with the goal of tapping into the respondents' experiences and expertise. The logical flow of the interview was then considered, and questions were placed accordingly. The interview guide for this study can be viewed in Appendix 2.

3) Contacting interviewees

An often challenging step in the interview analysis process is securing interviews. How does one identify and contact interviewees? Interviewees should be experienced and knowledgeable in the area of interest (Rubin and Rubin, 2005). In the case of the study at hand, migrant entrepreneurs are the most experienced and knowledgeable individuals in the area of migrant entrepreneurship. Thus, migrant entrepreneurs are the key informant group.

After identifying the key informant group, the next task is to form a strategy or strategies for contacting informants. According to a file by the University of Leicester titled "Interviewing for Research - Making Contact", there are three main methods of contacting potential participants. The first method is word of mouth, which can be a very effective way of making contacts (University of Leicester). However, researchers must beware of obtaining a sample with similar backgrounds and stories when contacting participants

through word of mouth (ibid). Secondly, local interest groups can be useful for finding particular participants (ibid). For example, if the key informants are ex-servicemen or women, then veterans associations would likely be useful groups to contact (ibid). The third method recommended by the University of Leicester is using the media (ibid). Local newspapers, radio, and TV can be effective means of contacting participants (ibid).

All three methods suggested by the University of Leicester were used in this thesis study to contact participants for interviews. Two of the interviewees were contacted through word of mouth: the researcher's friends put her in touch with migrant entrepreneurs that they knew. Local interest groups, such as Helsinki Entrepreneurs International and Business Networking International (BNI) were used to contact migrant entrepreneurs in Finland as well. Finally, media was used to contact participants. However, interviewees weren't contacted through newspapers, radio, or TV, but rather through social media. For example, Facebook pages of local businesses were useful in identifying and contacting migrant entrepreneurs.

"The credibility of findings is enhanced when the interviewed individuals reflect a variety of perspectives" (Rubin and Rubin, 2005). In order to obtain data from a variety of perspectives in the study at hand, the interviewees were selected through various means. The interviewees were also involved in various business fields and had migrated to Finland from various countries. The year of migration to Finland among the participants ranges from 1997 to 2006. Some of the participants' businesses are very fresh or still in the planning stages while others have been operating for up to ten years. The selections were made with the intention of collecting a diverse sample of data.

Table 4: Information about interviewees

Interview Number	Name of Interviewee	Country of Origin	Business	Year of Migration to Finland	Year of Business Launch
1	Alessia Pandolfi	Italy	Virtual Assisting	2016	2016
2	Dean DiNardi	United States	Verbal Marketing Strategy	~2013	~2015
3	Michael Ringlein	Germany	Web Design	~2012	~2012
4	Isabella Haas	Austria	“EDEL City” upcycling production	~1997	2010
5	Limae Phuah	Malaysia	Business Model: secondary education improvement application	2014	n/a
6	Andre Serranho	Portugal	“Say Cheese” specialty cheese shop	2000	~2014
7	Anna Lekanova	Russia	“Dediko Design” customized wall hand-painted pictures	2009	~2014
8	Paul Brennan	Ireland	“Unfair Advantage” social media marketing	~2004	~2007

4) Performing interviews

Upon contacting participants, the place and time for an interview is agreed upon. The aim for the location of interviews is to find a place that is neutral, informal, and easily accessible (Clifford et al., 2016). The main concern is that both the interviewer and the interviewee feel comfortable with the agreed meeting place (ibid). In this study, the interviews were all face-to-face, and the locations varied according to convenience for the participants. Four of the interviews took place in coffee shops, two took place at the

interviewee's business location, one was located at a Business Networking International meeting, and one took place in the interviewee's home.

When beginning an interview, the first step is to set the stage. "The setting of the interview stage should encourage interviewees to describe their points of view on their lives and worlds" (Kvale, 2007). In the first few minutes of the interview, the interviewees will want to get a grasp of the interviewer before allowing themselves to speak freely (ibid).

While conducting interviews, researchers must not only concentrate on asking questions and listening to answers. They must also focus on being active listeners and adjusting their questions according to the answers given and the manners in which the answers are given. "The ability to listen actively to what the interviewee says is equally important as the specific mastery of questioning techniques" (Kvale, 2007). The art of asking second questions requires a flexible, on-the-spot follow-up of the subjects' answers (ibid).

Researchers often record interviews in order to later transcribe them verbatim. Schostak (2005) argues the importance of recording interviews and states that although some may be uncomfortable being recorded, to refuse a form of recording would be an ethical act affecting the nature of the data. If recording the interview is not possible, detailed notes should be taken in order to secure transparency of the research (Kvale, 1996). In the study at hand, two interviews were recorded and detailed notes were taken of six interviews. Transcriptions of the interview data were written as soon as possible.

5) Familiarization of data

Following the interviews, researchers must become familiar with the data gathered. While writing transcriptions, one should write down thoughts that occur in a memo file (Rubin and Rubin, 2005). If quotes by interviewees suggest a theme or seem otherwise especially important, Rubin and Rubin (2005) suggest putting those quotes in a "notable quote file". After writing each transcription, a summary of the contents of the interview should be written as well (ibid). A good summary addresses the central points of answers and in particular which points are new, which points support what has already been learned, and which points modify existing ideas (ibid). In this study, summaries were organized by topic in order to ease the process of identifying themes. It was necessary to arrange the

order of topics due to the variances in the semi-structured interviews in which topics were not necessarily discussed in the same order throughout the interviews.

After preparing the transcripts, memos, and summaries, multiple copies should be made of each (Rubin and Rubin, 2005). Hard copies should be printed, and originals should be kept in multiple digital locations (ibid). Researchers may feel overwhelmed by all of the data because there's so much text to deal with (Auerbach and Silverstein, 2003). This is where the next step, coding, comes in to make sense of and draw themes from the data.

6) Coding

“The central idea of coding is to move from raw text to research concerns in small steps, each step building on the previous one” (Auerbach and Silverstein, 2003). It's not necessary for the researcher to immediately see the connection between the raw text and the research objectives; it's only necessary to see as far as the next step in the coding process (ibid).

Coding should begin with a thorough reading of the transcripts to be analyzed (Harding, 2013). Auerbach and Silverstein (2003) suggest cutting the text down to manageable proportions to make it less overwhelming. This can be done by reading through the text with the research questions in mind and eliminating the text that is not relevant (Auerbach and Silverstein, 2003). Saldña (2013) concurs that the research question and theoretical framework must be kept in sight throughout the coding process.

After cutting the text down to the relevant information, Auerbach and Silverstein (2003) suggest the next step to be identifying repeating ideas. These repeating ideas then begin to be understood as categories.

7) Category identification

Coding enables researchers to organize data into categories because they share some characteristic (Saldña, 2013). The transition from coding to categorizing combines things in order to form a new whole (ibid). Codes can be placed in more than one category or

subcategory, if the researcher feels that the multiple classification is justified (Harding, 2013).

It may be possible to identify common characteristics of codes that go beyond the main category, and in this case, sub-categories can be created (Harding, 2013). Grouping codes together into sub-categories can significantly contribute to the next step, which is identifying themes (ibid).

8) Theme identification

Identifying conceptual themes represents a creative or artistic element of dealing with qualitative data (Harding, 2013). Themes are likely to be drawn from different sections of the interview transcripts (ibid). Conceptual themes may not be referred to directly in the interview transcripts; researchers must interpret themes underlying the language used (ibid). Themes may not always be spotted right away; sometimes issues don't resonate until someone says something in a particular way. Once this issue is realized, it may be found in many other instances throughout the transcripts as well (Barbour, 2008).

Arguably the most difficult aim of thematic analysis is examining relationships between different elements of data (Harding, 2013). According to Harding (2013), "the identification and analysis of conceptual themes is the most likely element to contribute to understanding patterns of relationships". Identifying conceptual themes enables researchers to move beyond identifying findings and on to building theory (ibid).

9) Relating themes to reviewed literature

The final step in the thematic interview analysis is to relate the identified themes to the reviewed literature on prior research. In this study, the themes derived from the findings are analysed and compared to the theories found in the reviewed literature.

4 FINDINGS

In this chapter, the findings of this study are presented. The findings are observed in chronological order of the experiences of the participants of the study; beginning with backgrounds and migration to Finland, moving on to business opportunity recognition, practicalities of starting a business in Finland, the perceived benefits and challenges of entrepreneurship in general, and finally the perceived advantages, disadvantages, and other opinions about entrepreneurship in Finland as a migrant.

4.1 Migration to Finland

The participants in this study are eight individuals that have moved to Finland from elsewhere and have become entrepreneurs. The individuals migrated to Finland at various times, from various countries, and for various reasons. The amount of time that the participants had been living in Finland at the time of the interviews ranged from six months to twenty years. The eight interviewees moved to Finland from eight different countries. Six were from Europe, one from North America, and one from Asia. The reasons that the participants had decided to move to Finland included studying in Finnish universities, moving to be with a Finnish spouse or partner, and adventurousness. All of the participants in this study migrated to Finland completely out of choice.

Although the reasons behind the choice to migrate to Finland are not directly related to the research questions of the study, each of the participants were asked why they had moved to Finland to see if there might be patterns between the reasons for migration and the choice to pursue entrepreneurship. Of the eight migrant entrepreneurs that participated in this study, five had moved to Finland because they were in a romantic relationship with a Finnish person. Statistics show that many people migrate to Finland for this reason. According to Statistics Finland, 71,300 Finnish citizens had foreign spouses in the year 2014 (OSF: Families, 2014).

The reasons that the other three participants in this study had moved to Finland were more unique. One had come to Finland to study in a degree program, and she liked living in Finland so much that she stayed for the next twenty years. Another had also come after

being accepted to a degree program, but one of the reasons that she had applied to the program in the first place was that she wanted to be able to move her family to Finland so that her children could go to school in Finland's highly rated elementary school system. Finally, one of the participants moved to Finland about ten years ago just for the adventure.

4.1.1 Perceived benefits of living in Finland

In the interviews with migrant entrepreneurs in Finland, some of the benefits of living in Finland were discussed. It was explained that Finland is a good country to live in because of the high value placed on education and the environment. One participant expressed her desire for her children to be educated in the Finnish school system, and that's the primary reason for her and her family to remain in Finland. Benefits of entrepreneurship in Finland were also discussed, and those will be explained later in this chapter.

4.2 Opportunity recognition and exploitation

Out of the sample of participants in this study, there were not any that had moved to Finland specifically to start a business. The decision to pursue entrepreneurship came after migrating to Finland. Thus, the logical points to address next are the reasons for starting businesses and how the business opportunities were recognized and exploited.

4.2.1 "Pushed" into entrepreneurship

Aligning with results of previous research, this study found that one reason migrants choose to pursue entrepreneurship is that they are isolated from the general labor market. One participant in particular explained that after she moved to Finland, she spent a couple of months sending CVs and filling out job applications. After making no progress in finding a job, she felt that she had no choice but to start her own business. "I had to invent something if I didn't want to get depressed because I couldn't find any job..." In her opinion, she struggled to find a job because of her lack of Finnish language skills. She noticed that even though many companies were looking for English speakers or speakers of other languages, they also wanted applicants to be fluent in Finnish. Although starting a business of her own wasn't her original idea, she expressed that she's surprised to find that she enjoys it.

4.2.2 Passion

Other participants in this study decided to start businesses as a pursuit of their passions. One participant started an upcycling company that makes products from recycled materials. Some examples include scarves made from old sweaters, bags made from old curtains, and men's ties made from seat belts. She started the company because she wants to save the world in some way. She hates the idea of everything being thrown away to end up in a landfill. Her company is her passion, and her dream is to expand and enable spinoffs that would create recycled and upcycled goods.

Another participant was still in the planning stages of her business, and she is also driven by a passion. She is troubled by the education systems in some parts of Asia, and her goal is to create an online format that would help students aged 12-18 to be able to get an education even if they come from a poor family and would typically have to drop out of school to earn money. It was clear that she is very motivated to pursue this plan that would benefit others.

4.2.3 Prior cross-cultural experience

In this study, the participants had all lived in at least their native countries before moving to Finland, and many of them had lived in other countries as well. In the case of one of the participants, it's clear that prior cross-cultural experience influenced his ability to recognize a business opportunity due to the nature of his business venture.

The participant that was able to recognize an opportunity due to prior cross-cultural experience moved to Turku, Finland from New Jersey, USA with his Finnish wife and their children. He hadn't lived in Finland prior to the move, and he took a year off of working to get settled in and accustomed to the Finnish way of life. During that time, he noticed that Finns are typically very quiet, reserved, and humble. He was surprised to see that people don't look at each other when passing by on the street, and there's no small talk going on. He realized that this lack of interaction can be a hindrance to business. According to him, many Finnish companies have great products or services, especially in technology, but they don't know how to sell them or market themselves because they're too reserved and humble.

This participant saw Finnish modesty as a business opportunity for himself. He's an outgoing American from the most densely populated area of the United States. He had worked in consulting in the U.S. and felt knowledgeable about sales and marketing. Thus, he thought he could use his personality, background and experience to assist Finnish companies in putting themselves out there and increasing revenues through more effective marketing techniques. He's now working as a self-started verbal marketing strategist.

4.2.4 Prior experience related to business

Several of the migrant entrepreneurs in this study pursued a line of business that they had experience with before moving to Finland. Two of the interviewees had been doing online work as side-jobs prior to moving, and they later decided to pursue those opportunities further and establish their own companies. The interviewee from the United States mentioned previously had experience working in sales and marketing, and he is now a self-employed marketing strategist. Thus, in the cases of these participants, the experience that they had previously gained helped them to recognize business opportunities. Prior research has also found that people are more likely to exploit discovered opportunities when they have related information developed from previous employment (Shane and Venkataraman, 2000).

4.3 Practicalities of starting a company in Finland

During the interviews, the practicalities and basics of starting a company in Finland were discussed. The participants all seemingly agreed that setting up a company in Finland is relatively easy. However, a couple of struggles came up as well: getting an entrepreneurship visa and obtaining government grants. The topics related to starting companies in Finland that were discussed in the interviews are as follows.

4.3.1 Ease of establishing a company

Several of the interviewees described the process of establishing a company in Finland as being quite easy and doable. They explained that setting up a company is not difficult and there aren't many requirements in terms of paperwork. One participant stated that her

business is registered as a “toiminimi” or “private trader” in English, which she described as the easiest and cheapest type of company to set up in Finland.

4.3.2 Starting a business in Finland as a foreigner

Along with the ease of establishing a company, the participants described the process of setting up a business as being smooth and without complications despite being from outside of Finland. In fact, one participant described the assistance that she was able to get from an organization called NewCo Helsinki. She explained that the organization held seminars and offered services to support new companies. They offered assistance in several languages including Finnish, English, Russian, and Arabic. Once a month there’s an info day offered in these languages in which prospective entrepreneurs can learn about setting up a company. They also organize meetings about various topics, such as personal branding, social media, and accounting.

Other interviewees also expressed the ease of starting their businesses. It was explained that there aren’t many obstacles in terms of necessary documents to set up a business; they didn’t ask to see any certificates of degrees, for example. One interviewee expressed his belief that Finland is one of the best countries for entrepreneurs in terms of bureaucracy; they let you be and let you grow. He explained that Finland is a very modern country when it comes to taxation and freedom, and although Finland is known as a country with high taxes, the taxes are not high for entrepreneurs.

4.3.3 Visas

An area that was shown to be a difficulty for some foreign entrepreneurs in Finland is obtaining a visa. One participant stated, “Finland is not the country for startups in terms of visas.” It was explained that it can take up to a year to get a visa as an entrepreneur, and the required documents are quite strict. Entrepreneurs must submit a solid business plan and financial calculations. If the visa is granted, it must be renewed every year. In order to be renewed, bookkeeping records must be shown to prove that the amount of money required for living expenses has been made every month in the past year.

The difficulty with obtaining visas was brought up in another interview as well. It's no coincidence that both interviewees that expressed this problem migrated to Finland from countries outside of the European Union. Individuals that hold passports from countries within the European Union have the right to live and work in other EU countries. "A citizen of an EU Member State, Switzerland, or Liechtenstein who intends to stay in Finland, due to work or engagement in trade, for more than three months shall register his stay with the police department of his municipality of residence. A separate residence permit is not required" (Guide, PDF). Thus, the five interviewees in this study that migrated to Finland from within the EU have not been as likely to run into issues related to visas that those from outside the EU had.

4.3.4 Funding

Funding of the business ventures was discussed briefly during the interviews. As funding doesn't directly relate to the research questions in this study, the topic was not pursued in-depth. Government grants were discussed briefly, and there was an agreement among the participants that grants from the government are difficult to obtain. It was explained that government grants for new businesses are not easy to get because it must be proven that the company is making money in order to get the grant. This will be discussed further in Chapter 5.

4.4 Perceived benefits and challenges of entrepreneurship in general

In the interviews with eight migrant entrepreneurs in Finland, several perceived benefits and challenges of entrepreneurship compared to working in the primary labor market were discussed. In this section, the benefits and challenges that are related to entrepreneurship as a whole and are not specific to migrant entrepreneurs are discussed.

4.4.1 Benefits of entrepreneurship

The two main benefits of entrepreneurship in general found in this study were flexibility and autonomy. Several of the participant expressed that the flexibility of entrepreneurship is a plus for them. A few of the participants are able to work from home or nearly any location most days due to the nature of their businesses and the fact that most of the work

is done online. One participant explained that she enjoys the flexibility because it allows her to take trips to her home country whenever she wants; she doesn't have the limitation of being in an office.

Another perceived benefit of entrepreneurship from the participants in this study is having autonomy and independence in their work. A participant that had previously worked in the primary labor market in Finland explained that the traditional jobs were more safe and less risky, but now he enjoys being able to develop his business.

4.4.2 Challenges in entrepreneurship

The participants in this study spoke about the challenges that they experience as entrepreneurs. As mentioned previously, autonomy is a perceived benefit of entrepreneurship. However, autonomy can have a dark side as well, and that is the challenge of keeping oneself from overworking. One interviewee described the common perception that entrepreneurs have the freedom to set their own hours and vacations as unrealistic because it's actually a lot of work. Another interviewee explained that it can be difficult to stay healthy as an entrepreneur because energy levels are up and down, sometimes it's exciting, and other times it seems to be in a slump.

Another challenge in entrepreneurship that came up in the interviews is decision making. Decisions must be made constantly when running a business. A participant made the statement: "If you're not good at handling decisions, then entrepreneurship is not for you."

4.5 Perceived advantages and disadvantages of migrant entrepreneurship in Finland

In this study, several perceived advantages and disadvantages were identified that are specific to being foreign entrepreneurs in Finland. These perceptions are described in the following sections.

4.5.1 Perceived advantages of being a migrant entrepreneur in Finland

Perceived advantages that stem particularly from being migrant entrepreneurs were discovered in the interviews conducted in this study. One of those advantages is having a global mindset as a result of living abroad. An interviewee explained that if he were Finnish, had always lived in Finland, and now had his business in Finland, he wouldn't have the global thinking that he does. He believes that being a foreigner gives him a global perspective, and thanks to that he's able to run a business in which he has clients from around the world.

Another discovered advantage of being a migrant entrepreneur is having access to particular products or services that locals wouldn't be able to obtain as easily. For example, one of the interviewees, an entrepreneur from Portugal, sells specialty Portuguese cheeses, meats, and olive oils. He explained that there was a clear niche for Portuguese cheese in Finland because nobody else was selling it. The fact that others weren't selling it can be explained at least in part by the difficulties in working with Portuguese suppliers. The entrepreneur described the mindset of the Portuguese companies that they work with as carefree and at times untimely, which would be difficult to work with for Finnish companies that are accustomed to precision. To add to that, when asked if it would be difficult to operate the business if he couldn't speak Portuguese, he said it would be impossible. Thus, with knowledge of Portuguese culture and language, he and his business partner, who is also Portuguese, are able to operate their business with the advantage of having access to specialty products that local companies would find much more difficult to obtain.

4.5.2 Perceived disadvantages of being a migrant entrepreneur in Finland

The most prevalent disadvantage that the participants in this study have experienced as migrant entrepreneurs is the challenge of gaining the trust of the locals. The interviewees explained that it takes a long time to build trust in Finland, and it's also difficult to connect with people. The participants in this study saw some truth to the stereotype that Finnish people are reserved and not keen on talking to strangers. The communication style, or lack thereof, in Finland has been challenging for some of the participants in this study. The

language barrier also makes gaining trust more difficult for entrepreneurs that do not speak Finnish.

The interviewees also described other challenges related to culture in Finland. One interviewee in particular finds it difficult that in Finland there doesn't seem to be a culture of negotiating or trading. His work is done online, and he's able to get clients in other countries by contacting them through cold email. However, that technique doesn't work in Finland because people don't trust it.

4.6 Advice for new migrant entrepreneurs in Finland

During the interviews, the entrepreneurs were asked if they would have any advice to give to new migrants in Finland that are considering pursuing entrepreneurship. The interviewees reflected on their own experiences to produce tips for new migrant entrepreneurs, and those pieces of advice are discussed in this section.

- Consider your options.

A piece of advice given by the participants for new migrant entrepreneurs is to explore the options to be sure that entrepreneurship in Finland is the right choice. One participant said he would encourage new migrant prospective entrepreneurs to think about the business idea and why it would work in Finland where there is such a small market with only five million people. On the other hand, another participant encouraged prospective entrepreneurs to consider that the EU in general and the Nordic region in particular is the largest incubator for business development and especially startups; there's a lot of funding available and a great planting ground.

- Learn the language.

Two of the eight participants in this study can speak and understand the Finnish language fluently, and they both believe that it's essential for doing business in Finland. They claimed that people open up in a whole new way when they're speaking their native language. One of these participants addressed the common perception that Finns are shy, and she said she has noticed that they're not as shy when they're speaking Finnish; when

speaking English or another language, Finns tend to hold back out of fear that they'll make a mistake. The other of the two participants with excellent Finnish language skills explained that it makes all the difference to speak a customer's native language when making a sale. He has also studied Russian and Swedish languages, and he has noticed that customers open up right away when he says even only a few words to them in their language. His business partner is not able to communicate in Finnish, and they both felt that sales were being lost because of that.

- Take every opportunity to network.

Several of the participants in this study advised new migrant entrepreneurs to go to as many events as possible to network and get to know people. The importance of this was stressed for foreign entrepreneurs in particular because most people that move to another country don't know many people there. In Finland, the locals have peers from school and family friends, but migrants don't have that kind of network to begin with. Thus, it's important for new migrant entrepreneurs to put themselves out there and meet people. One participant even advised new entrepreneurs to establish a customer network before getting started on the business.

- Research the market.

Entrepreneurs are advised by the interviewees in this study to conduct a thorough market research before diving into a new venture. A suggestion for carrying out a market research included talking to target customers, asking if they have a need for the product or service in mind, and finding out what they would be willing to pay for it. Another recommendation was to gain an understanding of the demand and supply in relation to the product or service. One participant said, "It's not about your dream.", and went on to explain that many entrepreneurs start their businesses because it's their dream to have that business, and then they wonder why they don't have any customers. Entrepreneurs have to think about what customers want, not about what they want themselves. An example of this that the interviewee gave was that a toilet cleaning business is not attractive and probably nobody's dream, but if it's needed, it can make a lot of money.

- Find a local business partner.

Another piece of advice gathered from the interviews is to find a local business partner in Finland that already has a network. A couple of the participants believed that starting a business in Finland would be much easier with a Finnish business partner. One reason they believe this is that the local partner would have connections to potential suppliers, customers, etc. These participants also had the opinion that Finnish customers would be more likely to trust a fellow Finn, which would address the common difficulty that foreign entrepreneurs face in Finland, which is gaining trust of the locals.

- Keep your expectations realistic.

The interviewees advise new migrant entrepreneurs to be realistic and to know what to expect. A common theme in the interviews was that it can take a long time to build up a business. One participant said that entrepreneurs shouldn't expect to get a vacation in the first two years of the business. Thus, prospective entrepreneurs should get a realistic idea of what it is like to start a new venture before diving in.

- Have a positive attitude.

Although it was only mentioned outright by one of the interviewees, a useful piece of advice for new entrepreneurs is to have a positive attitude. Entrepreneurs must believe in themselves and in their businesses in order for them to work. This advice came from an entrepreneur who is very passionate about her business and the potential that it has to impact the world. Keeping a positive attitude even through difficulties can make a significant difference.

- Go for it!

Finally, new migrant entrepreneurs are encouraged to take the leap into starting a new venture, even though the future is uncertain. It's risky to start a new business, and that can be intimidating. But, as the saying goes, "If there's no risk, there's no reward."

4.7 Opinions about entrepreneurship in Finland

Some interesting topics about entrepreneurship in Finland came up in the interviews, and although they don't fit into one of the themes previously discussed, they are relevant to entrepreneurship in Finland. As migrant entrepreneurs in Finland, the interviewees have a unique perspective on the entrepreneurship scene in Finland and how it compares to that in their home countries.

An interesting topic among interviewees regarding entrepreneurship in Finland was the difficulty of logistics when products are involved. The interviewees explained that it's expensive to get products shipped to Finland because it's isolated from the mainland of Europe. It's also expensive to ship goods within Finland. Thus, it's difficult for entrepreneurs to sell products at competitive prices when shipping costs are high. One of the interviewees had previously considered selling items in an online shop, but decided against it due to the high shipping costs of the supplies.

The concept of working from home was discussed with one participant who is able to work from home or from anywhere with an internet connection since her business tasks are done online. She explained that in Italy, where she is from, working from home is not well-seen, because in the past usually most people claiming to work from home had fake jobs or were conducting scams. So potential clients in Italy don't always trust her when she says she works remotely and on her own. However, she has noticed that in northern Europe, people are more open to the idea of remote working.

The perceptions of the eight migrant entrepreneurs in this study are likely shared by other migrant entrepreneurs in Finland and elsewhere. However, there may be disagreements as well, and data gathered from a larger sample might challenge the findings in this study. The findings presented in this chapter will be discussed further in the following chapter.

5 DISCUSSION

In this chapter, the themes identified in the findings are discussed in light of the reviewed literature. The data gathered from this study and the information found in the literature review are compared in relation to the research questions. Firstly, the findings related to the perceived advantages and disadvantages of migrant entrepreneurship in Finland are discussed. Secondly, opportunity recognition among migrants is addressed. Practical implications for future migrant entrepreneurs are then derived from the study. Finally, limitations and implications for future research are discussed.

5.1 Perceived advantages and disadvantages of migrant entrepreneurship

According to the findings in this study, there are two main advantages that migrants experience in entrepreneurship: having a global perspective and having access to particular products and services. The main perceived disadvantage of migrant entrepreneurship was not having the trust of locals, which may be derived from the language barrier and local culture. These advantages and disadvantages will now be discussed in relation to previous research.

The research studied in the literature review showed that migrants may benefit by having more “international knowledge” than natives do (Neville et al., 2016). The findings in this study can be argued to support this notion. The benefit of having a global mindset is perceived to have had a positive effect on the migrant entrepreneurs that participated in this study. Several of the interviewees were pursuing businesses that involved international customers, and some even operated without having any Finnish clients. Therefore, it can be argued that migrants have an advantage in being able to work internationally.

In this study, it was discovered that migrants may be able to access goods and services that natives cannot obtain as easily. Therefore, migrant entrepreneurs may be able to create certain market opportunities by accessing such goods and services. This theory aligns with existing research, which shows that migrant business owners may have market opportunities that native entrepreneurs don’t have (Neville et al., 2016; Shinnar and Young, 2008).

The findings of this study show that migrant entrepreneurs feel disadvantaged in terms of gaining the trust of locals. The difficulty in gaining the trust of locals for the participants in this study is perceived to stem from the language barrier and local culture. The literature review concluded that the main disadvantages that migrants experience in entrepreneurship are unfamiliarity, lack of resources, and discrimination. These disadvantages are discussed in relation to the findings of the study in the following paragraphs.

According to the reviewed literature, migrants often face difficulties that stem from being unfamiliar with the culture in their host countries (Bird and Wennberg, 2016; Neville et al., 2016). In this study, the main issue related to unfamiliarity in a new country for migrant entrepreneurs was not having knowledge of the local language.

In Finland, the official languages are Finnish and Swedish. Many Finnish people are fluent in other languages as well, especially in the English language. In fact, Finland currently ranks as the fifth country in the world with a very high proficiency in English according to the EF English Proficiency Index (<http://www.ef.fi/epi/>). Despite the fact that many Finnish people can understand and speak English, this study shows that it can still be difficult for migrant entrepreneurs to gain the trust of Finns without being able to speak Finnish. As discussed in Chapter 4, two of the participants in this study are fluent in Finnish, and they believe it's essential to the success of their businesses to be able to speak the local language.

The findings in this study suggest that the importance of the ability of entrepreneurs to speak the local language depends on the type of business and the target customers. In new ventures that involve direct sales to the general population, the ability of the salesperson to speak the local language is crucial. The importance of the language is completely different from the perspective of the buyer versus the perspective of the seller. If the seller wants to appeal to the buyer, he should speak the language that the buyer is most comfortable with.

On the other hand, in some types of business, knowledge of the local language isn't as crucial to the success of the business. Several of the ventures by participants in this study are examples of such businesses. One example taken from this study is a painting business. The entrepreneur and her business partner specialize in painting murals and artistic pieces in homes and businesses. In this case, customers are more interested in the portfolio of

their work and their painting abilities than whether or not they speak Finnish. Another example taken from this study of a business that doesn't necessarily require speaking Finnish is the verbal marketing strategist who works with companies that are often engaged in international business affairs and are accustomed to speaking English for business purposes.

Therefore, according to this study, a common disadvantage in terms of unfamiliarity for migrant entrepreneurs is the inability to speak the local language. However, this study also shows that entrepreneurs can succeed without knowledge of the local language, depending on the type of business.

Researchers have argued that migrants often experience disadvantages due to their lack of resources (Bird and Wennberg, 2016). The findings in this study show that a lack of human resources in particular is a common disadvantage for migrants in comparison to natives. Previous research along with the findings in this study show that migrants often have a lack of a social network in their new countries. The participants in the study stressed the importance of networking and getting to know people before starting a business. Native entrepreneurs typically have a network of friends, family members, business associates, etc. that can be the primary customer base in the early stages of the business or help out in other ways. Migrants, on the other hand, usually have to start from scratch in terms of getting to know people, and that may be disadvantageous.

Interestingly, one of the participants in this study discovered an entrepreneurial opportunity because of a lack of human resources. He found that it was difficult to make friends as a newcomer in Finland, because Finns already have tight-knit circles of friends. He started a company that organizes events and social gatherings for people of all demographics and with varying hobbies. This provides an example of how perceived disadvantages do not necessarily have to be disadvantageous, as prior literature suggests, and a problem can be turned into an opportunity.

According to the reviewed literature, migrant entrepreneurs may experience consumer discrimination in which local consumers do not wish to purchase goods or services from foreign business owners (Borjas and Bornars, 1989). The participants in this study did not express experiences in which they felt intentionally discriminated against because they

were foreign. However, there was a clear theme of having difficulties in gaining the trust of locals because of their differing nationalities. Some of the participants had experienced difficulties derived from potential clientele being unfamiliar with their ways of working. As one of the interviewees explained, he has difficulties contacting potential Finnish customers because his methods are too different from what Finns are accustomed to. Therefore, this study concludes that even though locals might not intentionally discriminate against foreign business owners, local consumers might still prefer to use businesses operated by locals because their business operations are more familiar to them.

5.2 Entrepreneurial opportunity recognition among migrants

The second research question of this study addresses opportunity recognition among migrant entrepreneurs. The focus of this question is to identify the motivating factors behind the choice to pursue entrepreneurship as well as the recognition of entrepreneurial opportunities.

Current literature claims that entrepreneurs are motivated by push or pull factors (Shinnar and Young, 2008). Prior research has focused more on migrant entrepreneurs that were “pushed” into entrepreneurship than on those that willingly became entrepreneurs. In the study at hand, a majority of the migrant entrepreneurs claim to have been more motivated by factors that would classify as pull factors rather than push factors.

In terms of the motivations to pursue entrepreneurship, the findings in this study show that there is not always an identifiable motivation. The choice to start a business could come from a combination of circumstances that even the entrepreneurs themselves don’t realize. Also, migrant entrepreneurs can be motivated by various factors; they cannot be grouped together, and conclusions cannot be made that migrants do or do not choose to become entrepreneurs because they are excluded from the general labor market. For some migrant entrepreneurs, entrepreneurship is chosen as a last resort, and for others it’s chosen as the better alternative to working in the general labor market.

Researchers have argued that social ties may play a part in motivating migrants to become entrepreneurs (Domurath and Patzelt, 2015; Bird and Wennberg, 2016; Neville et al., 2016; Shinnar and Young, 2008). In the study at hand, social ties were found to play a role in the

reasons for migration to Finland, and in some cases, also in the recognition of business opportunities. Prior research argues that native spouses of migrants can be crucial in providing networking connections (Bird and Wennberg, 2016). The entrepreneurs in this study that had moved to Finland for the purpose of a relationship may have benefited from network connections and other assistance provided by their native significant others.

Previous research has suggested that prior cross-cultural experience can provide migrants with the skills and knowledge needed to recognize entrepreneurial opportunities (Vandor and Franke, 2016; McCormick and Wahba, 2001). Considering that all of the participants in this study have had prior cross-cultural experience, it could be argued that the findings in this study support this theory. However, there is not enough evidence to make a conclusion about the degree to which prior cross-cultural experience affected the entrepreneurial abilities of the entrepreneurs in the study. This will be explained further in the limitations and implications for future research section.

5.3 Practical implications

Throughout the course of the study, many practical implications for migrant entrepreneurship were discovered. The implications that were derived from interviews with current migrant entrepreneurs may be useful for future prospective migrant entrepreneurs as well as policymakers to consider. In the following paragraphs, practical implications for prospective migrant entrepreneurs in general are discussed first. Practical implications specifically for prospective migrant entrepreneurs in Finland follow, and finally implications for policymakers are discussed.

5.3.1 Practical implications for prospective migrant entrepreneurs in general

In consideration of pursuing entrepreneurship as a migrant, there are many factors to keep in mind. Prospective migrant entrepreneurs can make a well-informed decision about whether to pursue a new venture by doing some research beforehand. The specific topics to research and actions to take based on the findings in this study will now be explained.

It's important for migrants to find out which type of visa they need in order to legally reside in a specific country and to start a business there. The type of visa needed depends

on the country, the prospective entrepreneur's country of citizenship, and the legal grounds for which the prospective entrepreneur has to reside and work in the country.

Along with sorting the appropriate visa, other legal requirements to research include the necessary documents and other requirements for establishing a company in the particular country of interest. According to the study at hand, there may be organizations that assist prospective entrepreneurs in such affairs at little or no cost.

Prospective entrepreneurs are advised to research the market to determine if there is a need for their product or service. As one of the participants in this study explained, a successful business isn't about fulfilling the entrepreneur's dream; it's about fulfilling the market demand.

In this study, the importance of networking for new migrants was often discussed. Going to networking events and getting to know people can offset the disadvantage of not having an established network that migrant entrepreneurs often experience when they are new in a country. Prospective entrepreneurs might also benefit from having local business partners, and in order to find people to work with, networking is a necessity.

As this study shows, knowledge of the local language can be crucial to doing business. However, migrants should not always disregard entrepreneurship altogether if they are not able to speak the local language. The type of business involved in the venture idea must be taken into consideration to determine whether it could succeed without using or with minimally using the local language. In certain areas of the world, knowledge of the local language is more necessary than in other areas. The country and language culture must be considered as well.

This study showed that there are services available to new or prospective entrepreneurs in Finland, and some of those services are directed specifically for foreign entrepreneurs. Depending on the entrepreneurial society and policies in a given country, there may be organizations and services that provide assistance to migrant entrepreneurs. The participants in this study advise prospective entrepreneurs to utilize those services in order to become more educated about starting a business.

5.3.2 Practical implications for prospective migrant entrepreneurs in Finland

In addition to the general practical implications for prospective migrant entrepreneurs, this study produced implications that are specific to migrant entrepreneurs in Finland.

According to the participants in this study, establishing a company in Finland is quite easy. They described the process as very quick and without many necessary requirements. Additional research on setting up a company in Finland showed that it appears to be quick and easy indeed to set up a basic start-up level company. A private entrepreneur only needs to fill out a form with basic information about the company (Yritys-Suomi). The fee for a private trader to establish his firm through an online startup notification is 75 euros (Perustamisilmoitus). Partnerships, limited liability companies, and cooperatives require further establishment documents (Yritys-Suomi).

In Finland, there are organizations that give free advice and training to entrepreneurs, such as NewCo Helsinki which was described in Chapter 4. NewCo Helsinki's services are provided by the City of Helsinki and Helsinki Enterprise Agency (NewCo Helsinki). The organization supports migrant entrepreneurship by offering services and materials in multiple languages. On NewCo Helsinki's website (NewCo Helsinki), a "Guide for Becoming an Entrepreneur" can be downloaded in eleven languages. They offer information and support for business planning, marketing, bookkeeping, etc.

A list of five practical implications for migrant entrepreneurs in Finland has been composed for future use. This list can be found as a one-page, printable document in Appendix 3.

5.3.3 Practical implications for policymakers

Migrant entrepreneurship is an important topic for policymakers, as the effect that foreign-owned businesses have on economies and job growth is substantial (Kerr and Kerr, 2016). Implications derived from this study are important for policymakers that wish to encourage migrant entrepreneurship and entrepreneurship in general in their regions.

Funding and taxation for new ventures are critical to their ability to succeed. In this study, at least two of the interviewed entrepreneurs were pursuing ventures that are beneficial to society which involved recycling and education. Nonetheless, they hadn't been able to get government grants to help fund their endeavours because they could not prove that the businesses would make a profit. Policymakers should consider that the sustainability of projects that benefit the public might be worth supporting financially in the initial stages.

According to this study, entrepreneurs in Finland are satisfied with the income tax system which requires a low percentage of taxes to be paid by entrepreneurs with new ventures that initially bring in low income. Policymakers can consider that such a tax system as is in place in Finland promotes entrepreneurship by lowering the financial risk.

Migrant entrepreneurs are greatly affected by the policies related to visas and residence permits, as is evidenced by the experiences of the participants in this study. If policymakers believe that their economies could benefit from foreign-owned ventures, then it must be legally possible for foreign citizens to reside and start businesses there. Researchers argue that if policymakers wish to encourage entrepreneurial activity, then their emphasis should be on supportive regulations (Stenholm et al., 2013).

5.4 Limitations and implications for future research

This study has limitations that must be considered with the findings and discussion. Due to the scope of the study being limited to Finland, the conclusions derived cannot be assumed to apply to all migrant entrepreneurs in other locations around the world. While many of the findings are likely similar to those found in studies conducted elsewhere, other findings are specific to entrepreneurship in Finland. Future studies that involve migrant entrepreneurship in various countries around the world could potentially identify themes that apply largely to all migrant entrepreneurs regardless of geographical location.

This study is also limited by the quantity of interviews. Due to the timeframe allotted for this thesis, only eight interviews were conducted. Although the interviews were in-depth and clear patterns were recognized from the data gathered, additional interviews could bring about more findings or challenge the findings of this study.

The data in this study might be limited by the willingness of the participants to be completely open in their responses. By providing their names and the names of their businesses, the entrepreneurs involved would likely want to give a good impression, and thus they might have understandably left out some details that could have been relevant to the study. In future studies, this limitation could be minimized by allowing the participants to remain anonymous. By keeping their names and business names anonymous, entrepreneurs may feel more comfortable describing their experiences in more detail.

A topic of interest for future research is the effect of cross-cultural experience on the ability to recognize entrepreneurial opportunities. Research has introduced the theory that cross-cultural experience may enable individuals to generate entrepreneurial ideas (Vandor and Franke, 2016; McCormick and Wahba, 2001). In this study, it's not possible to conclude with certainty that the participants' cross-cultural experience played a part in recognizing business opportunities. A number of other factors could have influenced their abilities to create business ideas, so it's impossible to identify the extent to which cross-cultural experience influenced their decisions. A more specialized study would need to be conducted in order to reach a conclusion about the effect of cross-cultural experience on opportunity recognition, such as the study by Vandor and Franke (2016) which measured the entrepreneurial ideas of students before and after they studied abroad in comparison to a sample of students that did not study abroad. Concrete conclusions of the effect of cross-cultural experience on opportunity recognition require more research in the future.

An interesting angle on entrepreneurship in Finland from one of the participants in this study was that the social welfare system in Finland hinders people from having a strong drive toward entrepreneurship. His argument was that nobody living in Finland has a fear of becoming broke and ending up living on the street, because the welfare system prevents that from happening. Therefore, there's no push toward entrepreneurship as a means of obtaining financial security. This is a thought-provoking theory, but one could also argue that the social welfare system in Finland promotes entrepreneurship because individuals are less fearful of taking the financial risk of starting a business because the welfare system provides a safety net in case of failure. Future research could specifically study the effect of Finland's current social welfare system in relation to entrepreneurship.

6 CONCLUSION

This study has provided insight to the perceived advantages and disadvantages of migrant entrepreneurship. The study has also explored entrepreneurial opportunity recognition among migrants. The findings of this study align in large part with previous research but also add interesting points to existing theories that provide implications for future research.

The perceptions of migrant entrepreneurs as well as the reviewed literature conclude that the main advantages that migrants experience in entrepreneurship are international knowledge and specific market opportunities. The main disadvantage derived from the study that migrant entrepreneurs face is the difficulty in gaining trust of the locals due to unfamiliarity with the local language and culture.

The findings of the study show that, in some cases, migrants recognize business opportunities in different ways than local entrepreneurs do. Firstly, it was discovered that migrants often seek out business opportunities for reasons that are specific to migrants, such as exclusion from the general labor market or having access to particular skills or products as a result of having prior cross-cultural experience. The study also showed that migrants may be able to exploit opportunities that locals likely would not recognize.

This study gives support for existing theories related to migrant entrepreneurship by providing examples of perceived advantages, disadvantages, and opportunity recognition techniques among migrant entrepreneurs. This study also provides implications about migrant entrepreneurship, which may be useful for prospective migrant entrepreneurs and policymakers to consider.

REFERENCES

- Auerbach, Carl, and Louise B. Silverstein. 2003. *Qualitative Data*, edited by Carl Auerbach, and Louise B. Silverstein, NYU Press. ProQuest Ebook Central
- Barbour, Rosaline S. 2008. *Doing Focus Groups*. Los Angeles: Sage
- Batista, Catia and Umblijs, Janis. 2014. "Migration, risk attitudes, and entrepreneurship: evidence from a representative migrant survey." *Journal of Migration*. 3.17
- Bird, Miriam and Wennberg, Karl. 2016. "Why family matters: The impact of family resources on migrant entrepreneurs' exit from entrepreneurship." *Journal of Business Venturing*. 31.6: 687-704
- Bolivar-Cruz, Alicia; Batista-Canino, Rosa and Hormiga, Esther. 2014. "Differences in the perception and exploitation of entrepreneurial opportunities by migrants." *Journal of Business Venturing Insights*. 1-2: 31-36
- Borjas, George and Bronars, Stephen. 1989. "Consumer Discrimination and Self-Employment." *Journal of Political Economy*. 97.3: 581-605
- Boyatzis, Richard E. 1998. *Transforming Qualitative Information: Thematic Analysis and Code Development*. Thousand Oaks, CA: Sage Publications
- Carlsson, Magnus and Rooth, Dan-Olof. 2007. "Evidence of ethnic discrimination in the Swedish labor market using experimental data." *Labour Economics*. 14.4: 716-729
- Cassell, Catherine and Symon, Gillian. 2004. *Essential Guide to Qualitative Methods in Organizational Research*. Sage Publications.
- Clifford, Nicholas, Cope, Meghan, Gillespie, Thomas, and French, Shaun. 2016. *Key Methods in Geography*. Vol. 3.
- Coffey, Amanda & Atkinson, Paul. 1996. *Making Sense of Qualitative Data*. Sage Publications.

- Denzin, Norman K., and Yvonna S. Lincoln. 2000. *Handbook of Qualitative Research*. Thousand Oaks, CA: Sage Publications.
- Desiderio, Maria Vincenza. 2014. *Policies to Support Migrant Entrepreneurship*. Washington, DC: Migration Policy Institute.
- Domurath, Anne and Patzelt, Holger. 2015. "Entrepreneurs' Assessment of Early International Entry: The Role of Foreign Social Ties, Venture Absorptive Capacity, and Generalized Trust in Others." *Entrepreneurship Theory and Practice*. 40.5: 1149-1177
- Dudovskiy, John. 2016. *The Ultimate Guide to Writing a Dissertation in Business Studies: A Step-by-Step Assistance*. Research Methodology.
- "EF English Proficiency Index - A Comprehensive Ranking of Countries by English Skills." EF Education First. Web. <<http://www.ef.fi/epi/>>.
- El-Namaki, M.S.S. "Encouraging entrepreneurs in developing countries:" *Long Range Planning*. 21.4: 98.106
- Eriksson, Päivi, and Anne Kovalainen. 2008. *Qualitative Methods in Business Research*. Los Angeles: SAGE.
- Fairlie, Robert. 2012. "Migrant Entrepreneurs and Small Business Owners, and their Access to Financial Capital."
- Ghauri, Pervez N. and Kjell Grønhaug. 2005. *Research Methods in Business Studies: A Practical Guide*. Third ed. New York: Prentice Hall.
- Gubrium, Jaber & Holstein, James. 2002. *Handbook of interview research. Context & Method*. Sage, Thousand Oaks.
- Guide: Becoming an Entrepreneur in Finland.: Finnish Enterprise Agencies, PDF.
- Harding, Jamie. 2013. *Qualitative Data Analysis from Start to Finish*. London: SAGE
- (Harvard Sociology) Strategies for Qualitative Interviews: Harvard Sociology. PDF. http://sociology.fas.harvard.edu/files/sociology/files/interview_strategies.pdf

- Havula, Jorma. 2012. "One in Five Restaurant-cafes Are Owned by Foreigners." *Helsinki Times* 27
- Holstein, J. and Gubrium, J. 1997. *Active Interviewing*. In: Silverman, David (ed.) *Qualitative Research. Theory, Method and Practice*. Sage, London.
- Katila, Saija and Wahlbeck, Östen. 2011. "The role of (transnational) social capital in the start-up processes of migrant businesses: The case of Chinese and Turkish restaurant businesses in Finland" *International Small Business Journal* 30:3 294-309
- Kerr, S. and Kerr, W. 2016. "Immigrant Entrepreneurship." Harvard Business School Working Paper, No. 17-011
- Kloosterman, R. and Rath, J. 2001. *Journal of Ethnic and Migration Studies*, Special issue on 'Migrant Entrepreneurship'. Migrant entrepreneurs in advanced economies: mixed embeddedness further explored. Vol. 27:2. 189-202.
- Kvale, Steinar. 1996. *InterViews: An Introduction to Qualitative Interviewing*. Sage Publications.
- Kvale, S. 2007. Conducting an interview. In *Qualitative Research kit: Doing interviews* (pp. 52-66). : SAGE Publications Ltd
- Kvale, S. & Brinkmann, S. 2009. Interviews. *Learning the craft of qualitative Research interviewing*. Sage, London.
- McCracken, Grant David. 1988. *The Long Interview*. Vol. 13. Newbury Park, CA: Sage Publications
- McCormick, Barry and Wahba, Jackline. 2001. "Overseas work experience, savings and entrepreneurship amongst return migrants to LDCs." *Scottish Journal of Political Economy*. 48.2: 164-178
- "NewCo Helsinki." Newco_yritys.png. Web. <<http://www.newcohelsinki.fi/en>>.

Neville, Francois; Orser, Barbara; Riding, Allan; and Jung, Owen. 2014. "Do young firms owned by recent migrants outperform other firms?" *Journal of Business Venturing*. 29.1: 55-71

Official Statistics of Finland (OSF): Employment. 2013
Background Information On Unemployed Persons. Helsinki: Statistics Finland. <http://www.stat.fi/til/tyokay/2013/03/tyokay_2013_03_2015-10-02_tie_001_en.html>

Official Statistics of Finland (OSF): Employment. 2014
Background Information On Unemployed Persons. Helsinki: Statistics Finland. <http://www.stat.fi/til/tyokay/2014/03/tyokay_2014_03_2015-12-11_tie_001_en.html>.

Official Statistics of Finland (OSF): Families. 2014
Annual Review 2014, 2. Four per cent of families entirely foreign-language speaking . Helsinki: Statistics Finland
<http://www.stat.fi/til/perh/2014/02/perh_2014_02_2015-11-27_kat_002_en.html>

Official Statistics of Finland (OSF): Population structure. 2015
Annual Review 2015. Helsinki: Statistics Finland
<http://www.stat.fi/til/vaerak/2015/01/vaerak_2015_01_2016-09-23_tie_001_en.html>.

Official Statistics of Finland (OSF): Population structure. 2017
Finnish Citizenships Granted.
<http://www.stat.fi/tup/suoluk/suoluk_vaesto_en.html>.

"Perustamisilmoitus." YTTJ. Web. <<https://www.yttj.fi/en/index/notifications/start-upnotifications/privatetrader.html>>.

Rubin, Herbert and Rubin, Irene. 2005. *Qualitative Interviewing (2nd ed): The Art of Hearing Data*. Sage Publications.

Saldana, J. 2013. *The coding manual for qualitative research*. Sage, London.

Sarasvathy, S. 2001. "Causation and Effectuation: Toward a Theoretical Shift From Economic Inevitability to Entrepreneurial Contingency." *Academy of Management Review*. 26.2: 243-263

- Schostak, John F. 2005. *Interviewing and Representation in Qualitative Research*, edited by John F. Schostak, McGraw-Hill Education
- Shane, Scott and Venkataraman, S. 2000. "The Promise of Entrepreneurship as a Field of Research." *Academy of Management Review*. 42.1
- Shinnar, Rachel and Young, Cheri. 2008. "Hispanic Migrant Entrepreneurs in the Las Vegas Metropolitan Area: Motivations for Entry into and Outcomes of Self-Employment." *Journal of Small Business Management*. 46.2: 242-262
- Stenholm, Pekka; Acs, Zoltan; and Wuebker, Robert. 2013. "Exploring country-level institutional arrangements on the rate and type of entrepreneurial activity." *Journal of Business Venturing*. 28.1: 176-193
- (University of Leicester) Interviewing for Research- Making Contact: University of Leicester. DOC.
<https://www.le.ac.uk/emoha/howtointerview/wordpdf/makingcontact.doc>
- Vandor, Peter and Nikolaus, Franke. 2015. "See Paris and... found a business? The impact of cross-cultural experience on opportunity recognition capabilities" *Journal of Business Venturing*. 31.4: 388-407
- Vandor, Peter and Nikolaus Franke. 2016. "Why Are Migrants More Entrepreneurial?" *Harvard Business Review*
- Wahlbeck, Östen. 2008. "Entrepreneurship as Social Status: Turkish Migrants' Experiences of Self-Employment in Finland." *Migration Letters* 5.1: 53-62.
- Webster, Jane and Watson, Richard. 2002. "Analyzing the Past to Prepare for the Future: Writing a Literature Review" *MIS Quarterly*. 26.2: xiii-xxiii
- (Yritysuomi) "Establishment Documents Required from Various Forms of Business - Yritysuomi." Ministry of Economic Affairs and Employment. Web.
<https://www.yrityssuomi.fi/en/perustamiseen-vaadittavat-asiakirjat-yritysmuodoittain>

APPENDICES

Appendix 1: Literature review article table

Article	Research Question and Methods	Findings and Implications for Future Research
<p>Title: See Paris and... found a business? The impact of cross-cultural experience on opportunity recognition capabilities</p> <p>Authors and date: Peter Vandor and Nikolaus Franke 2015</p> <p>Journal: Harvard Business Review</p>	<p>Research Question: Does cross-cultural experience itself help individuals develop skills and knowledge that augment their ability to identify entrepreneurial opportunities?</p> <p>Methods: 1) Longitudinal Quasi-experiment (measured the opportunity recognition capabilities of a sample before and after a short-term cross-cultural experience and compared the difference with a control group without such an experience) 2) Priming experiment with 96 long-term migrants in which they manipulated the awareness of their cross-cultural experience and then measured the extent to which the participants' opportunity recognition capabilities differed from those of the control group</p>	<p>Main Findings: Those with cross-cultural experience perform significantly better in identifying profitable opportunities, discovery of arbitrage opportunities, and creative recombination.</p> <p>A higher level in immigration may result in an overall gain in entrepreneurial activity.</p> <p>Implications for Future Research: Selection effects are likely to occur in the field of migrant entrepreneurship. Future research should address the question of "nature or nurture" when studying migrant entrepreneurs.</p> <p>Both samples consisted of young, educated people that had gone abroad by choice. Further research would need to be done to determine patterns and differences between these samples and other types of migrants, such as refugees.</p>

<p>Title: Why family matters: The impact of family resources on migrant entrepreneurs' exit from entrepreneurship</p> <p>Authors and date: Miriam Bird and Karl Wennberg 2015</p> <p>Journal: Journal of Business Venturing</p>	<p>Research Question: How do family resources influence whether previously unemployed migrant entrepreneurs remain in entrepreneurship, exit to unemployment, or exit to paid employment?</p> <p>Methods: Study of detailed longitudinal data on individual migrants in Sweden.</p> <p>Information was gathered from Statistics Sweden and the LISA database.</p> <p>Independent variables were: family members living in geographical proximity, family human capital, family financial capital, and native spouse.</p> <p>The important dependent variable was: exit from entrepreneurship into paid employment.</p> <p>The data was used to determine the effects of family on exit from entrepreneurship.</p>	<p>Main Findings: Geographical proximity to family members enhances migrant entrepreneurs' likelihood of remaining in entrepreneurship.</p> <p>Family financial capital is particularly vital for migrants to remain in entrepreneurship.</p> <p>Migrant entrepreneurs with native spouses are more likely to gain contacts with native members of society, which can provide important resources.</p> <p>Implications for Future Research: Future research should study the effect of the intensity or quality of family relationships on migrant entrepreneurs.</p> <p>Future research could also study measures of economic integration, such as having access to bank loans.</p> <p>This study focused on necessity entrepreneurship. Other studies could include migrant entrepreneurs entering with ample resources.</p>
--	---	--

<p>Title: Do young firms owned by recent migrants outperform other firms?</p> <p>Authors and date: Francois Neville, Barbara Orser, Allan Riding, and Owen Jung 2014</p> <p>Journal: Journal of Business Venturing</p>	<p>Research Question: Do firms owned by migrants outperform those owned by autochthonous entrepreneurs?</p> <p>Methods: Longitudinal performance measures made up of the changes between 2004 and 2008 in revenues, profits, employment, and salary mass. Data was drawn from a survey conducted by Statistics Canada and computer-assisted telephone interviews.</p>	<p>Main Findings: Young, migrant-owned exporter firms outperform other young firms.</p> <p>Migrant-owned firms are more likely to be exporters.</p> <p>Firms founded by migrants who did not export underperformed other firms.</p> <p>Implications for Future Research: Are migrant-owned enterprises more likely to export product or services to home countries or to other countries?</p> <p>Future research could consider the cognitive underpinnings of the opportunity recognition processes of migrant entrepreneurs.</p> <p>Future research could identify additional factors that further explain performance differences in migrant-owned enterprises that export vs. migrant-owned enterprises that do not export.</p>
---	---	---

<p>Title: Differences in the perception and exploitation of entrepreneurial opportunities by migrants</p> <p>Authors and date: Alicia Bolivar-Cruz, Rosa M. Batista-Canino, Esther Hormiga 2014</p> <p>Journal: Journal of Business Venturing Insights</p>	<p>Research Question: How do opportunity perceptions among migrants occur?</p> <p>Methods: Study of data provided by the Spanish Global Entrepreneurship Monitor. 28,888 individuals were interviewed. The focus was on four variables: 1) the perception of opportunities to start a business. 2) individuals' participation in business activity. 3) individuals' country of birth. 4) native or migrant.</p>	<p>Main Findings: There is a positive correlation between being an migrant and start-up activity. There is a positive correlation between opportunity and start-up activity. Migrants from European countries perceive less entrepreneurial opportunities in Spain than those from non-European Union countries. In Spain, migrants perceive more opportunities to start a business than the natives.</p> <p>Implications for Future Research: This study was done specifically about migrants in Spain. While similarities likely exist amongst migrants in other countries, future research could explore this question in other geographical locations.</p>
<p>Title: Entrepreneurs' Assessment of Early International Entry: The Role of Foreign Social Ties, Venture Absorptive Capacity, and Generalized Trust in Others.</p> <p>Authors and date: Anne Domaruth and Holger Patzelt 2015</p> <p>Journal: Entrepreneurship Theory and Practice</p>	<p>Research Question: What influences do social tie characteristics have on entrepreneurs' assessments of international entry attractiveness?</p> <p>Methods: The sample was made up of 136 entrepreneurs in business incubators in Germany. They were interviewed via email. They used a metric conjoint experiment to collect data about the entrepreneurs' assessments of international entry.</p>	<p>Main Findings: The number of social ties and frequency of communication with those ties have a positive effect on entrepreneurs' assessments of foreign market entry attractiveness. Absorptive capacity for a specific international market is an important factor for entrepreneurs to consider. High generalized trust will enable entrepreneurs to gain access to information from foreign social ties.</p> <p>Implications for Future Research: Future theorizing in the INV literature should consider the motivational contingencies and information combination contingencies in determining entrepreneurs' perceived value of social ties. This study was done specifically in Germany. The usage of foreign ties amongst entrepreneurs might be influenced by some country-specific factors.</p>

<p>Title: Migration, risk attitudes, and entrepreneurship: evidence from a representative migrant survey</p> <p>Authors and date: Catia Batista and Janis Umblijs 2014</p> <p>Journal: Journal of Migration</p>	<p>Research Question: What role does risk preference play in the probability of becoming self-employed?</p> <p>Methods: Data was gathered from 1500 migrants in the Greater Dublin Area, Ireland.</p> <p>Individuals were asked to rank three hypothetical vignettes in terms of their risk preferences and then rank themselves on the same 7-point Likert scale.</p>	<p>Main Findings: There is a positive relationship between being a “risk-lover” and becoming an entrepreneur.</p> <p>Having pre-migration experience in entrepreneurship increases the likelihood of becoming an migrant entrepreneur.</p> <p>Implications for Future Research:</p> <p>* Not taken directly from the article</p> <p>This study was focused on one possible explanation for what motivates migrants to become entrepreneurs: they enjoy the risk factor. Future research should study further explanations of business venturing amongst migrants.</p>
<p>Title: Exploring country-level institutional arrangements on the rate and type of entrepreneurial activity</p> <p>Authors and date: Pekka Stenholm, Zoltan Acs, and Robert Wuebker 2013</p> <p>Journal: Journal of Business Venturing</p>	<p>Research Question: How do various institutional arrangements influence both the rate and the type of entrepreneurial activity within a country?</p> <p>Methods: Five data sources were used to construct variables in the analysis. Samples of randomly selected adults from over 40 countries were used.</p> <p>They used the World Bank’s Entrepreneurship Survey to assess the rate of entrepreneurial activity in a country.</p>	<p>Main Findings: Regulatory interventions and government policies influence the rate of entrepreneurship in a country.</p> <p>If policy-makers want to increase the rate of entrepreneurial activity in a country, their emphasis should be on supportive regulative arrangements.</p> <p>Implications for Future Research: The authors hope for continued development in measures that reveal the differences in the rates and types of entrepreneurial activity.</p>

<p>Title: Overseas work experience, savings and entrepreneurship amongst return migrants to LDCs.</p> <p>Authors and date: Barry McCormick and Jackline Wahba 2001</p> <p>Journal: Scottish Journal of Political Economy</p>	<p>Research Question: How does overseas work experience in high wage countries enable return migrants to bring accumulated savings, new skills and ideas that might facilitate modernization and economic growth in the origin country?</p> <p>Methods: An empirical exploration of the entrepreneurial activity of return migrants to Egypt. A contrast of their situation to that prior to migration.</p> <p>The data was drawn from the Labour Force Sample Survey and included a survey to 1526 return migrants in Egypt who were overseas for a minimum of six months for employment purposes.</p>	<p>Main Findings: Overseas migration to higher wage economies can enable entrepreneurs to accumulate financial capital and new skills that are useful on return.</p> <p>Total overseas savings and time spent overseas both have a significant positive affect on being an entrepreneur.</p> <p>For Egyptian literates, savings and ideas acquired overseas influence higher opportunities for entrepreneurship upon return.</p> <p>For Egyptian illiterates, a return on overseas savings is most impactful.</p> <p>Implications for Future Research: This study was based on returning migrants to LDCs. It would be interesting and useful to study the effect of living and working abroad on entrepreneurship opportunities for migrants returning to more developed nations.</p>
<p>Title: Evidence of ethnic discrimination in the Swedish labor market using experimental data</p> <p>Authors and date: Magnus Carlsson and Dan-Olof Rooth 2007</p> <p>Journal: Labour Economics</p>	<p>Research Question: Is there discrimination in the hiring and recruitment process against Middle Easterners in Sweden?</p> <p>Methods: The researchers sent equal job applications to job openings with the only difference being a native-sounding name and a Middle Eastern-sounding name.</p> <p>Ethnic discrimination was determined by the number of calls for job interviews.</p>	<p>Main Findings: The number of calls received by applicants with a Swedish-sounding name was fifty percent higher than those with a Middle-Eastern sounding name.</p> <p>Male recruiters appear to treat applicants with Middle-Eastern sounding names more negatively than female recruiters.</p> <p>An applicant with a Middle-Eastern sounding name was more likely to be invited to an interview in a company with more than 20 employees.</p> <p>Implications for Future Research:</p> <p>* Not taken directly from the article</p> <p>This study was done specifically about discrimination of Middle Easterners in Sweden. A wide range of similar studies could be done about various ethnic groups in certain countries.</p>

<p>Title: Hispanic Migrant Entrepreneurs in the Las Vegas Metropolitan Area: Motivations for Entry into and Outcomes of Self-Employment</p> <p>Authors and date: Rachel S. Shinnar and Cheri A. Young 2008</p> <p>Journal: Journal of Small Business Management</p>	<p>Research Questions: What are the motivations of foreign-born Hispanics to enter business ownership in Las Vegas?</p> <p>How do Hispanic migrants manage their businesses, and what impact does this have on the viability of their enterprises?</p> <p>Methods: Face-to-face, semi-structured interviews with 83 Hispanic business owners in the Las Vegas Metropolitan area.</p> <p>The interviews were conducted in Spanish.</p> <p>The interviews were tape-recorded and transcribed.</p>	<p>Main Findings: Motivations of self-employment amongst foreign-born Hispanics in Las Vegas: The environment which offers attractive markets of Hispanic enclaves, difficulties in a previous job, and feelings of disadvantage in the U.S. job market.</p> <p>Implications for Future Research: It would be useful to compare the importance of push and pull factors in areas without ethnic enclaves or large migrant communities.</p> <p>It would also be beneficial to rank the factors that motivate migrants to enter business ownership in order of importance.</p>
<p>Title: The Promise of Entrepreneurship as a Field of Research</p> <p>Authors and date: Scott Shane and S. Venkataraman 2000</p> <p>Journal: Academy of Management Review</p>	<p>Research Questions: 1) Why, when, and how do opportunities for the creation of goods and services come into existence?</p> <p>2) Why, when, and how do some people and not others discover and exploit these opportunities?</p> <p>3) Why, when, and how are different modes of action used to exploit entrepreneurial opportunities?</p> <p>Methods: Reviewing existing research</p>	<p>Main Findings: Entrepreneurial opportunities are those in which new goods, services, raw materials, and organizing methods can be introduced and sold at greater than their cost of production.</p> <p>An entrepreneurial discovery occurs when someone makes the conjecture that a set of resources is not put to its best use.</p> <p>The nature of the opportunity, perceived value of the opportunity, access to financial resources, and individual differences within entrepreneurs are the main factors in deciding to exploit an opportunity.</p> <p>Implications for Future Research: The article provides a starting point for scholars to join the in the quest to create a systematic body of information about entrepreneurship.</p> <p>The authors hope to prove skeptics wrong who claim that the creation of such a body of theory and subsequent assembly of empirical support for it are impossible.</p>

Appendix 2: Interview guide

Areas of knowledge that are relevant to answering the research questions:

1. Where the interviewees are from, why and when they moved to Finland
2. Prior cross-cultural experience
3. Entrepreneurial backgrounds and previous experience
4. Type of business that they created or are creating
5. Opportunity identification
6. Benefits of entrepreneurship
7. Challenges involved in entrepreneurship
8. Ways in which they respond to those challenges

Question Guide

1. Where the interviewees are from, why and when they moved to Finland
 - Tell me a little about yourself.
 - Where are you from?
 - What brought you to Finland?
 - When did you move to Finland?
2. Prior cross-cultural experience
 - Had you lived abroad before you moved to Finland?
 - (Follow-up if the answer is yes)
 - Where did you live?
 - For how long?
 - What were you doing there?
3. Entrepreneurial backgrounds and previous experience
 - Have you had any business ventures before this one?

- (Follow-up if the answer is yes)
 - What other businesses have you had?
 - Where were those businesses located?
- Did you have previous work experience in your field of business before starting your own business in that field?
 - (Follow-up if the answer is yes)
 - What kind of work experience did you have related to your business?
 - Was that work experience in Finland or elsewhere?
- 4. Type of business that they created or are creating
 - Tell me about your business (or potential business)
 - Do you have any business partners?
 - (Follow-up if the answer is yes)
 - Are your business partner(s) Finnish?
 - (If yes) How do you think your experience in starting the business would have been different without your Finnish business partner(s)?
- 5. Opportunity identification
 - What made you decide to start your business?
 - How did you know that there was a need for your product/service?
- 6. Benefits of entrepreneurship
 - What do you enjoy about your business?
 - Do you think there are any benefits in particular to being an entrepreneur in Finland?

7. Challenges involved in entrepreneurship

- What were (are) some of the most difficult things about starting your business?
- Do you think starting a business in Finland would have been (be) different if you were Finnish?
 - (If yes) How would it have been (be) different?
- Do you speak Finnish?
- (If relevant to the business type) Do you think your customers would respond to you any differently if you were Finnish?

8. Ways in which they respond to those challenges

- You said that _____ has been difficult for you. How do you deal with that?
- What do you think are the main factors that make your business successful?
- What advice would you give to new foreign entrepreneurs in Finland?

Appendix 3: Practical Implications for Future Migrant Entrepreneurs in Finland

1. Become familiar with the legal requirements of entrepreneurship.
 - a. Find more information about permits and registrations of foreigners moving to Finland in the “Becoming an Entrepreneur in Finland” Guide.
http://www.newcohelsinki.fi/application/files/3514/4008/0397/opas_englanti_2015_web_0.pdf
 - b. Review the required documentation to establish the company.
 - i. The required forms can be downloaded and, in many cases, submitted online. <https://www.yrityssuomi.fi/en/perustamiseen-vaadittavat-asiakirjat-yritysmuodoittain>
2. Research the market.
 - a. Find out if there’s a true need for your product or service. (It’s not all about fulfilling your dream; it’s about fulfilling demand).
3. Network.
 - a. Get to know people and establish a network before starting a business.
 - i. Networking can bring about new ideas and provide contacts for business operations.
 - b. If applicable, find a local business partner with an established network and knowledge of the local language.
4. Consider whether your business idea requires knowledge of the local language.
 - a. In businesses that involve direct selling to the general public, knowledge of the local language is very important.
5. Utilize available services.
 - a. In Finland, there are services available to help entrepreneurs with the practical issues that arise in starting and operating new businesses.
 - i. At Newco Helsinki, prospective or new entrepreneurs can take advantage of services such as information sessions about starting a company, grant applications, necessary documents, funding, bookkeeping, etc.
 - ii. Information on any practical matters of entrepreneurship in Finland can be found in the “Becoming an Entrepreneur in Finland” Guide.
http://www.newcohelsinki.fi/application/files/3514/4008/0397/opas_englanti_2015_web_0.pdf